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Fozmula rebranding: a new look and a new brochure!

6 months ago Fozmula decided to review its image and saw there was an opportunity to add some colour and styling which would establish a brand image rather than just the use of a logo.

The need was to add prominence to the main aspect of Fozmula's business which is designing and manufacturing sensors used in many industrial applications – therefore the “INNOVATION IN SENSORS” strapline shown above. The colours and the fonts are modern and slightly different from the norm which would make them more memorable – we hope you think we have done a good job.

In addition to this new look Fozmula's short form brochure was heavily revised, both visually and in its contents, to reflect what the Company represents today in terms of design, manufacturing and logistical capabilities. It also includes Fozmula's many international activities and visuals of its markets and product applications. This new brochure can be downloaded from www.fozmula.com in either English or German languages.

On the subject of websites, Fozmula's site was heavily revised a) to include this new imagery, and b) to be able to easily navigate to the products and applications pages which contain a lot more useful content. In addition, technical information sheets and case studies have been added and may also be downloaded without the need to register any personal details. Furthermore, an extensive programme of search engine optimisation is being conducted to make it easier Engineering Designers/Specifiers and Technical Buyers find the products they are searching for and to judge by early results, the website is producing a very good level of quality enquiries.

For more than 30 years, Fozmula has continued to pioneer the design and manufacture of a wide range of electromechanical, mechanical and electronics sensors, gauges and switches for equipment requiring liquid level, temperature and pressure measurement worldwide.

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