

## MEDIA RELEASE

1 August 2025



### **KRAFTANLAGEN PRESENTS ITSELF WITH A NEW CORPORATE DESIGN – A STRONG SIGN FOR THE FUTURE**

Munich, 1 August 2025 – From the 1 August 2025, the Kraftanlagen brand will change to adopt the graphic codes of our parent company, Equans.

“The logo change marks an important step in our strategic development”, explains Alfons Weber, CEO of Kraftanlagen Energies & Services SE. “By adopting the logo of our parent company Equans, we are emphasising our affiliation with a strong group and at the same time strengthening the uniform perception of the brand in the market while retaining our historical roots keeping our name.”

Kraftanlagen' clients - who are working in energy and process industries, buildings, and data centres – need tailored solutions to answer the 3 major challenges of our times: energy, digital and industrial transitions. The green design embodies these three transitions to which Kraftanlagen is answering.

Indeed, as an integrated solution provider, we support our customers in decarbonising their production processes and in providing efficient and secure infrastructures. We cover the entire value chain from engineering to maintenance and renewal.

The new brand identity will be rolled out gradually across all communication channels and areas of application with immediate effect.

**Discover here our new identity.**

#### **Press contacts**

**Dr. Isabelle Werner** +49 89 6237 387 - [isabelle.werner@kraftanlagen.com](mailto:isabelle.werner@kraftanlagen.com)

**Verena Treutlein** +49 89 6237 627 – [verena.treutlein@kraftanlagen.com](mailto:verena.treutlein@kraftanlagen.com)

### **Kraftanlagen Energies & Services – Solutions for the future**

Kraftanlagen Energies & Services is part of Equans, a world leader in the energy and services sector, operating in 20 countries, with 90,000 employees working on 5 continents and an annual turnover of more than €19 billion. As a multifaceted partner for energy, industry and building services, Kraftanlagen Energies & Services shapes the future of our society. Through its state-of-the-art system technology and flexible, customised solutions, Kraftanlagen makes an important contribution to the energy transition and climate protection across the entire value chain. The company is committed to decarbonisation and sustainable projects and innovations that make our lives easier and more liveable. With more than 2,000 employees, Kraftanlagen provides a comprehensive network of services through its companies and holdings at numerous locations and undertakes both large-scale projects in the role of general contractor and individual projects.

**[www.kraftanlagen.com](http://www.kraftanlagen.com)**

### **About Equans**

Equans, a subsidiary of the Bouygues group, is a global leader in the energy and services sector with operations in 20 countries, 90,000 employees working on 5 continents and a turnover of 19.2 billion euros in 2024.

Equans designs, installs and supplies tailor-made solutions to improve its customers' equipment, systems and technical processes and optimise their use in support of their energy, industrial and digital transitions. Thanks to a strong local footprint based on its historic local brands and excellent technical expertise, Equans' highly qualified experts are capable of supporting regions, cities, industries and buildings in the fields of HVAC (Heating, Ventilation and Air Conditioning), Refrigeration and Fire Safety, Facility Management, Digital and ICT, Electricity, Mechanics and Robotics. Equans is the leader in the main European markets (France, Switzerland, Belgium, the Netherlands and the United Kingdom) and is also well-positioned in the United States and Latin America.

**[www.equans.com](http://www.equans.com)**