

Press Release, 17.01.2013

Strub with a new Logo

Strub is pleased to announce the new Logo of the company. In 2012 the 4th generation of the family stepped into the company and quickly started to adapt the general appearance. The name Strub Schmiertechnik will be changed into Strub Swiss Tribology.

Logos from 1921 - today



The company celebrated in 2011 the 90th birthday and has a long tradition and history in the field of Tribology. Tribology is the science of the principles of friction, lubrication and wear. Strub intensely works since the beginning on this topic to solve the challenges of our clients. With quality and innovation Strub succeed on the international market.

One point behind the change is that the new Logo should increase the market and client recognition. As one of the largest Swiss lubricant and technical cleaner producer, the company exports already to more than 60 countries and compete worldwide.

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