

ERA presents its new brand identity at Automechanika Frankfurt

Stand 3.0 F91

ERA, an Italian company that has been operating in the automotive aftermarket for 35 years, distributing quality spare parts in over 70 countries, has confirmed its participation in the Automechanika Frankfurt 2018 fair. During this event, Era will officially unveil its **new image and new corporate logo** to the market.

The Turin-based company has always been recognized for electrical and electronic products, but it has recently introduced the **Nipparts** brand, expanding its offer to include mechanical parts and becoming the ideal partner for the Asian car segment. Nipparts' range includes Distribution kits, Filters, Engine parts, Ignition systems, Cooling systems, Brake systems, Suspension, Steering and Transmissions.

The new brand identity better communicates this new positioning: not only "The electric spare parts leader," but a company that now distributes three specialized private labels, ERA, Messmer and Nipparts.

At the Frankfurt fair, the 150-sqm booth in pavilion 3.0 features three different product ranges: ERA (which will retain its familiar oval logo) for electric and electronic spare parts; Messmer for rotating electrics; Nipparts for the Asian segment.

ERA's corporate logo has been created to better adapt to current positioning while preserving the company's values of quality, care and precision. The shape of the letter E from the product logo has been reversed, suggesting an arrow and implying direction, movement, going forward. Curved lines have been replaced with square shapes that evoke solidity and reliability and distinguish the corporate logo from the product logo.

During the exhibition, ERA will invite customers, partners and suppliers to celebrate each of the three brands with specially focused evening events:

- Tuesday, September 11th
"German taste" cocktail party, celebrating the Messmer brand
- Wednesday, September 12th
"Asian taste" cocktail party, celebrating the Nipparts brand
- Thursday, September 13th
"Italian taste" cocktail party, celebrating the ERA brand

All events will be held at ERA's booth from 5 pm to 7 pm. Come and visit us! (Pavilion 3.0, Stand F91)