



WE CONNECT

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## **Cavotec signals growth potential with launch of new tagline and strategic direction statement**

**Global engineering group Cavotec has launched its new tagline and strategic direction statement. Two defining elements of the Cavotec identity that reflect the Group's key role as a trusted industrial partner for a global customer base, and its intent to maximise future growth potential.**

“Cavotec has a long history of developing connection technologies – whether it is connecting a port crane to power or an aircraft to cooling or heating. In many applications, we are delivering today what will be the industry standard

tomorrow. These unique qualities are encapsulated in our new tagline: Cavotec, We Connect the Future,” says Cavotec CEO Mikael Norin

Following a thorough review of the organisation capabilities and Cavotec’s markets, the Group’s new strategic direction statement is as follows:

We want to contribute to a **future** world that is cleaner, safer and more efficient by providing innovative **connectionsolutions** for ships, aircraft and mobile equipment **today**.

The new tagline and strategic direction statement are part of the Cavotec Group’s transformation programme, A New Day. Headed by Norin, the programme incorporates fifty separate, targeted projects. The transformation process is set for completion by year-end 2018. The goal of the programme is to make the necessary internal organisational and operational changes that will ensure that Cavotec is positioned to fulfil its considerable growth potential in the years ahead.

Learn more about our solutions that connect the future [here](#), and about Cavotec’s transformation plan [here](#).

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We want to contribute to a future world that is cleaner, safer and more efficient by providing innovative connection solutions for ships, aircraft and mobile equipment today.

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