**ZF to complete rebranding of Cherry Switches**

ZF Friedrichshafen AG is to complete the rebranding of the long established switch and sensors manufacturer CHERRY Industrial Solutions.

From 1st January 2017, all products sold via the Industrial Solutions product line will be branded ZF.

By utilising the ZF brand, with its strong presence in the automotive and industrial markets, the intention is to strengthen the company's efforts to develop new potential markets, with a focus on industry and building automation. With a comprehensive switch product portfolio, sensors, and the recent introduction of innovative switch products incorporating energy harvesting technology, these new markets offer excellent growth potential.

Customers are assured that apart from the brand name nothing else will change. All company information, customer's contacts, product names and part numbers, will remain unchanged. New product introductions will be branded ZF.

Along with the change comes a range of newly branded marketing materials such as brochures and also a freshly designed new website receiving a complete new domain www.switches-sensor.zf.com. To ensure a smooth transition any customers who continue to use the old web site address will automatically be redirected.

ZF switches, sensors and controls are synonymous with quality, precision and reliability, and can be found in a broad range of applications and markets including white goods and domestic appliances, automotive, gaming, vending, drives, switchgear, control engineering and power tools.

To support this broad range of applications the new website will provide customers with advanced features ncluding as CAD-data downloads, tutorial videos and stock checks via ZF's distribution network.