

CDM Announces Rebranding, Changes Name to CDM Stravitec

CDM has unveiled a new name, new logo, and new website as part of an extensive rebranding initiative.

OVERIJSE, February 23, 2021 – CDM, a leading design and manufacturing company in the field of noise and vibration isolation solutions, announced today that it is changing its corporate name to CDM Stravitec. In conjunction to this rename, CDM Stravitec has also launched a new corporate website and has adopted a new visual identity. The new name is effective immediately and kicks off CDM Stravitec's 70th year in business. The company's ownership has not changed.

CDM, a Belgium-based company specialized in the design, manufacture and implementation of noise and vibration isolation systems for the building and industrial markets, has announced today that the company will begin operating under a new name and will be known as CDM Stravitec.

Over the years, CDM grew to become a trusted name in the world of noise and vibration isolation solutions and now, they want to reflect that in a stronger and more recognizable name. "We have far outgrown our original use case of only manufacturing composite damping materials – hence the name CDM – and we expanded our activities to offer comprehensive engineered solutions suited for a variety of industries and applications," states Guillaume Carels, Operations Director.

The rebranding strategy reflects both the evolution of the company as well as its vision for the future.

"Over the past 70 years, we've built a strong reputation for quality and innovation," says Laurence Carels, CEO of CDM Stravitec. "Our market research confirmed that evolving our name, rather than completely changing it, was the appropriate strategic move for us. While we wanted to accurately reflect our work in the new naming, we also wanted to give this company every opportunity for future growth and expansion."

The rebranding coincides with the company's international growth strategy. With a rich heritage and a bright future, the change unifies the company's employees and operations under a common set of corporate values, goals, and commitments. In sum, the new identity builds upon its history of innovation and quality engineering, but also opens doors to the future.

"This name change and rebrand represents a significant step in our company's evolution. We are proud of our new name, CDM Stravitec, as it respects our history and at the same time, represents the current breadth of our services, as well as everything we aspire to become." says Laurence Carels. "Our brand ethos has always been built on trust, credibility and industry knowledge – that's what's kept our business running seamlessly for the past seven decades."

The company's rebrand is not just cosmetic according Bruno Meira y Duran, Sales & Marketing Director at CDM Stravitec, who led the rebranding process. "We've taken this opportunity to evolve and improve our approach in the market as a whole. We continually strive to be better at everything that we do, every day, for every client. A new, more distinctive name, together with updated visuals and better communication will help us serve our clients better."

By rebranding itself as CDM Stravitec and becoming a complete noise and vibration isolation solutions company with five product families, the company is convinced that it is providing their customers with the best selection of acoustic engineered solutions and services available to the market today.

Further, as part of this exciting worldwide company rebranding effort, CDM Stravitec will be adopting new logos that better express their family of solutions. These brands include Stravibase, Stravifloor, Stravilink, Stravigym, and Stravimech.

CDM Stravitec, a **Str**uctural **A**coustics & **V**ibration **I**solation **T**echnology company.

For more information, please visit:

www.cdm-stravitec.com

Note: the new name is effective immediately and will be implemented across the company's product and services throughout the calendar year 2021. This is a name change and rebranding, there is no change to our legal company entity (company number BE 0428.322.207).

About CDM Stravitec

CDM Stravitec is a Belgium-based company specialized in the design, manufacture and implementation of noise and vibration isolation systems for the building and industrial markets. With over 70 years of experience CDM Stravitec offers its services from offices across the world where we they successfully completed many high-profile building and industrial projects.

Vision: to make the world a quieter place where people are happier, healthier and more productive in an environment with responsibly managed sound and vibration levels.

Mission: we strive to be global market leaders; offering high quality, engineered and innovative noise and vibration solutions in combination with excellent customer service.

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