



BACKER

BACKER GRAPHIC IDENTITY GUIDELINES AND VISUAL STRATEGY

BACKER BRAND POLICY

A legacy to cherish

Our founder Christian Backer patented the modern day tubular heating element back in 1921. Almost 30 years later in Sösdala, Backer BHV was founded to commercialize this technology for large scale production. Since that time, Backer has developed and produced components and solutions for electric heating markets around the world. Still today, in that little town of Sösdala in the south of Sweden, Backer BHV AB remains the global headquarters for the Backer Group. With over 40 companies and 6,000 employees around the world, the Backer Group is the premier solutions provider in the heating element industry.

Many of Backer's products maintain their origins from the technical innovations in the original Christian Backer patents. Heating experts around the world still today refer to the so called "Backer element" as the industry standard.

Our aim is to cherish, strengthen, build and develop the great Backer Group for many years to come.

Our values

The Backer core values are: **Sustainability, Innovation, Quality, Reliability, Responsibility and Professionality**

These values must always be reflected in our visual identity. It's very important that our professionalism is reflected in our marketing and media. Therefore these guidelines have been put together for your convenience.

Whom it concerns

First hand these guidelines apply to all companies in the Group where Backer is part of the company name.

The other companies are of course also welcome to use this material, but it's not compulsory.

Responsibility

Consistency and clearness are general rules in good marketing. It's the only way to build and strengthen our brand to make it competitive in an increasingly generic range of products and services. We are all winners in this matter, if we all take our responsibility not only Backer as a brand will benefit, but also all individual Backer companies. Therefore, we kindly ask you to follow these guidelines.

The objective

Our purpose is to strengthen our brand and companies. With this guideline we want to prevent a situation where Backer is presented in numerous ways, which gives a weak, unprofessional and confusing impression of our brand and companies. It is of utmost importance that we are consistent in terms of how we use the logo and all other aspects of our marketing.

If you run into problems or if you find something unclear, please contact: brand@backer.eu

"Great things in business are never done by one person.

They're done by a team of people".

(Steve Jobs)



Christian Backer

BACKER BRAND POLICY

Who we are

The Backer Group is constantly growing. At the moment we are:



Group structure

Depending on the level/placement in the Group structure, the description of a relationship may vary, for example: NN is a company within the Backer Group, part of the NIBE Group's Business Area Nibe Element.

When referring to Backer Group, please always use capital letters for **Backer Group**.

Company description

The following text should be used as a brief description of the Backer Group in various marketing materials:

Backer Group

Backer develops, produces and sells customized solutions and components for electric heating, measurement and control. The original technology was stainless steel tubular elements. However, the constant growth of the Group, both organically and through acquisitions, has enabled the integration of several new technologies. Today the Group offers a far wider product range, with a vast number of technologies for several industry sectors and a large variety of applications.

LOGOTYPE



Main logo

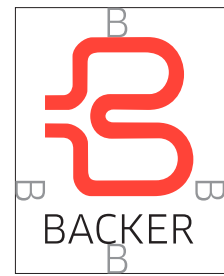
Scale 1:1



Main logo
with white square
(Do not use shadow)



Main logo
negative



Always use the minimum distance of the letter B in the logo



Main long logo



Main long logo with tagline
The tagline is only used with the main logo



International main logo with tagline
when complete address is not needed
The tagline is only used with the main logo



Logo with address for brochures

LOGOTYPE/SUBSIDIARY BRAND NAMES

Vertical



BACKER

OBR

Horizontal



When subsidiary's brand name is 3 letters or less

Vertical



BACKER

MARATHON

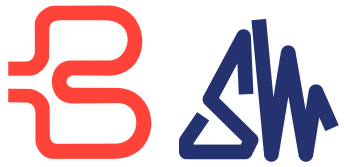
Horizontal



When subsidiary's brand name is 4 letters or more

LOGOTYPE EXCEPTIONS

Vertical



BACKER
SPRINGFIELD

Horizontal



When subsidiary's logo must be included

Vertical



BACKER
NORSKE BACKER

Horizontal



When subsidiary's brand name structure differs



BACKER GROUP MEMBER

When subsidiary's logo name can not include
Backer exclusively due to copyright reasons.

Why Exceptions

The Backer Group applies a decentralized brand strategy. The strategy is based on what is in the best interest of defending and expanding the market shares and profitable growth.

Therefore, for various reasons, exceptions from the subsidiary logotypes are made in a few cases.

LOGO

How not to use the logo



INDUSTRY SECTOR SYMBOLS ALWAYS USE SYMBOL WITH TEXT



Industrial/
Projects



Energy/
Environment



Advanced
technology



Commercial
equipment



Home
appliance



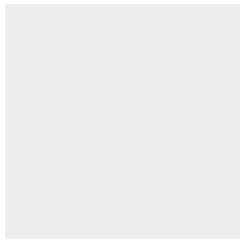
Transportation



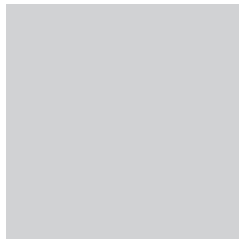
HVAC

BACKER COLOR GUIDE

Main colors



Backer light gray
C M Y K
0 0 0 7



Backer gray
C M Y K
0 0 0 20



Backer dark gray
C M Y K
0 0 0 60



Backer Black
C M Y K
0 0 0 100



Pantone Warm Red
C M Y K
0 81 80 0

RGB
203 78 57

HSB
4 73 87

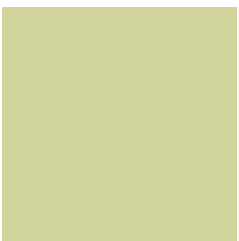
NCS
S 05 85 -Y 80R

RAL
3028 Reinrot

Complementary colors



Environmental green
C M Y K
38 70 90 0



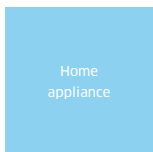
Environmental green 50%
C M Y K
19 9 45 0



Environmental green 20%
C M Y K
8 3 18 0

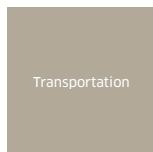
Industry Sector colors

100 %



Home
appliance

Backer light blue
C M Y K
39 0 0 4



Transportation

Backer light brown
C M Y K
20 20 30 15



Energy/
Environment

Backer light green
C M Y K
16 3 56 21



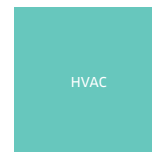
Commercial
equipment

Backer light purple
C M Y K
11 45 9 0



Advanced
technology

Backer light steel
C M Y K
26 9 9 18



HVAC

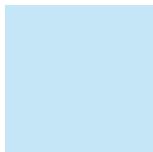
Backer light turquoise
C M Y K
56 0 31 0



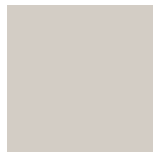
Industrial/
Projects

Backer light yellow
C M Y K
0 36 75 0

50 %



Backer light blue
C M Y K
19 0 0 2



Backer light brown
C M Y K
10 10 15 8



Backer light green
C M Y K
8 2 28 11



Backer light purple
C M Y K
6 23 5 0



Backer light steel
C M Y K
13 5 5 9

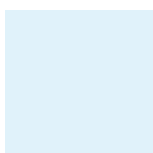


Backer light turquoise
C M Y K
28 0 16 0

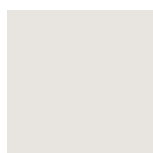


Backer light yellow
C M Y K
0 18 38 0

25 %



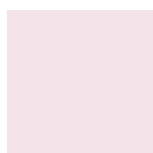
Backer light blue
C M Y K
19 0 0 2



Backer light brown
C M Y K
10 10 15 8



Backer light green
C M Y K
8 2 28 11



Backer light purple
C M Y K
6 23 5 0



Backer light steel
C M Y K
13 5 5 9



Backer light turquoise
C M Y K
28 0 16 0



Backer light yellow
C M Y K
0 18 38 0

TYPEFACE

Main typeface

Clan Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzääö

0123456789/*-+!"#%&/()=?

Clan Pro News

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzääö

0123456789/*-+!"#%&/()=?

Clan Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzääö

0123456789/*-+!"#%&/()=?

Clan Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzääö

0123456789/*-+!"#%&/()=?

Second typeface (when Clan Pro is not available)

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzääö

0123456789/*-+!"#%&/()=?

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzääö

0123456789/*-+!"#%&/()=?

Third typeface

(when neither Clan Pro nor Myriad Pro is not available)

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzääö

0123456789/*-+!"#%&/()=?

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzääö

0123456789/*-+!"#%&/()=?

TYPOGRAPHY

Headline 1

Clan Pro Book

Size 17 pt

Leading: 22 pt

HEADLINE 1

Headline 2

Clan Pro Bold

Size 14 pt

Leading: 14 pt

HEADLINE 2

Headline 3

Clan Pro Bold

Size 8 pt

Leading: 14 pt

Headline 3

Body text

Clan Pro Book

Size 8 pt

Leading: 14 pt

Body text

Apedi con nullatios expero veratem faccus dolum quia-temqui aligeniet moluptiumque expla qui aut landest experernam nonsed quis aut faccupit atquisquam quam fugia quas am id qui

Caption/Comment/Facts

Clan Pro Book

Size 7 pt

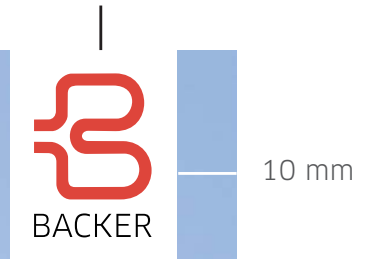
Leading: 11 pt

Caption/Comment/Facts

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LOGO PLACEMENT IN PRINTED MEDIA

Use logo with white square in scale 1:1



DOMESTIC HEATING SOLUTIONS

SAFETY · ENERGY EFFICIENCY · COMFORT

PRINTED MEDIA

Generic info, first spread of every brochure

BACKER
EVERYDAY · EVERYWHERE

BACKER GROUP
Backer develops, produces and sells customized solutions and components for electric heating, measurement and control. The original technology was stainless steel tubular elements. However, the constant growth of the Group, both organically and through acquisitions, has enabled the integration of several new technologies. Today the Group offers a far wider product range, with a vast number of technologies for several industry sectors and a large variety of applications.

- 6000 employees in some 40 production units on 4 continents
- 60 years of accumulated competence and experience in the industry
- International organization with local presence
- Many specialized R&D departments to bring new innovative solutions to the market
- Customized solutions fulfilling special requirements
- Strong focus on components and systems for sustainable energy solutions
- Volume and industry production in different parts of the world

TECHNOLOGIES

INDUSTRY SECTORS

Text according to industry sector

BACKER DOMESTIC HEATING SOLUTIONS
SAFETY · ENERGY EFFICIENCY · COMFORT

Backer Domestic Heating Solutions wants to make it easy for customers and partners to get high quality solutions for a wide spectrum of heating related domestic applications. The solutions cover both heating components, complete intelligent systems and control devices. Backer Domestic Heating Solutions is your single point of contact and inspiration in the heating related Domestic Heating Industry.

PRODUCT DEVELOPMENT

PERFORMANCE TESTING

- Temperature and measurement
- Interior testing
- Thermal imaging
- Cooling room -25°C
- Noise testing
- Humidity chamber
- Life cycle testing
- Wind tunnel tests
- Resistor power testing
- Long term corrosion tests
- Electrical tests up to 24kV AC
- External resources for other types of tests such as shock and vibration and intermittent pulses.

MASTERING THE DESIGN

- Pro/ Engineer 3d-CAD
- X-ray equipment
- PDM-link/ Product data management etc.
- FLO EFD
- Thermal/ flow simulations PTC MECHANICA
- Thermal and stress analysis

QUALITY

We strive to deliver the highest quality products combined with a flexible way of working. This permeates the whole process from sales, product development, manufacturing, customer service and logistics. Backer delivers products that meet all relevant standards and tests, certifying products according to customer specifications. We also have possibilities to carry out tests in modern labs, constantly improving our product performance and energy efficiency.

Innovations for the future
A partnership with Backer gives you a dedicated team of designers, project engineers and technical experts in the fields of electric heating, measurement and control, ready to provide you with the optimal solutions for your needs.

Last page of every brochure ►
(photo according to industry sector)

BACKER | **EVERYDAY · EVERYWHERE**

Backer BHV AB
280 10 Sösdala, Sweden
Tel: +46 451 - 661 00
info@backer.se
www.backer.eu


Example

Vertically center product name

7% black

Gray field 43 mm high

PRODUCT NAME — Clan Pro Book 15/20 pt



35 mm

10 mm

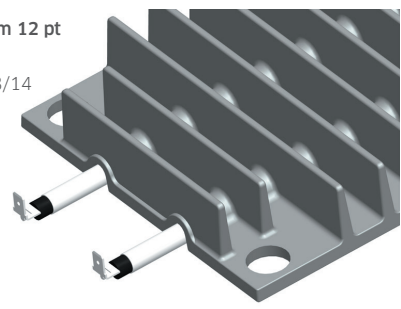
60% black

Description

— Clan Pro Medium 12 pt

— Clan Pro Book 8/14

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Product photo

Technical specification

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Eculla sequi	Eculla sequi rerAgnisquo cum aborestia parciam coribus dit aperspiendio quod qui arunt veritiatur
Eculla sequi	Eculla sequi rerAgnisquo cum aborestia parciam coribus dit aperspiendio quod qui arunt veritiatur
Eculla sequi	Eculla sequi rerAgnisquo cum aborestia parciam coribus dit aperspiendio quod qui arunt veritiatur
Eculla sequi	Eculla sequi rerAgnisquo cum aborestia parciam coribus dit aperspiendio quod qui arunt veritiatur
Eculla sequi	Eculla sequi rerAgnisquo cum aborestia parciam coribus dit aperspiendio quod qui arunt veritiatur
Eculla sequi	Eculla sequi rerAgnisquo cum aborestia parciam coribus dit aperspiendio quod qui arunt veritiatur
Eculla sequi	Eculla sequi rerAgnisquo cum aborestia parciam coribus dit aperspiendio quod qui arunt veritiatur

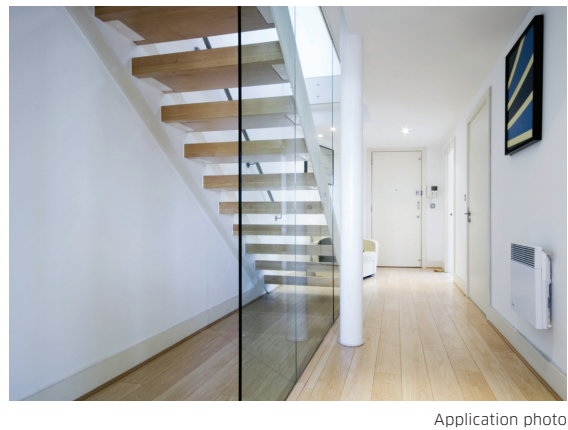
Benefits & Fields of Application

BENEFITS

- Eculla sequi
- Eculla sequi
- Eculla sequi
- Eculla sequi

FIELDS OF APPLICATION

- Eculla sequi



Company name · Address · Phone · Web

Gray field 12 mm high

Clan Pro Book 8 pt Clan Pro Medium 8 pt

7% black

ROLL-UPS

Examples




BACKER

**YOUR WORLD
LEADING PARTNER
IN HEATING,
MEASUREMENT
AND CONTROL!**



NORTH AMERICA EUROPE ASIA/OCEANIA

 Industrial/Projects  Energy/Environment  Advanced technology  Commercial equipment  Home appliance  Transportation  HVAC




BACKER

**ALWAYS A
FIRST CLASS
EXPERIENCE WITH
BACKER**

 | **BACKER.EU**
EVERYDAY EVERYWHERE



Please ask brand@backer.eu before you add/change the slides



BACKER



Industrial/
Projects



Energy/
Environment



Advanced
technology



Commercial
equipment



Home
appliance



Transportation



HVAC

YOUR

LEADING PARTNER IN

HEATING, MEASUREMENT AND CONTROL!

- 6000 employees in some 40 production units on 4 continents
- 60 years of accumulated competence and experience in the industry
- International organization with local presence
- Many specialized R&D departments to bring new innovative solutions to the market
- Customized solutions fulfilling special requirements
- Strong focus on components and systems for sustainable energy solutions
- Volume and industry production in different parts of the world



NORTH AMERICA
EUROPE
ASIA/OCEANIA



BACKER.EU

EVERYDAY EVERYWHERE



BACKER



Industrial/
Projects



Energy/
Environment



Advanced
technology



Commercial
equipment



Home
appliance



Transportation



HVAC

YOUR

LEADING PARTNER IN

HEATING, MEASUREMENT AND CONTROL!

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NORTH AMERICA
EUROPE
ASIA/OCEANIA



BACKER.EU

EVERYDAY EVERYWHERE

Examples

YOUR WORLD LEADING PARTNER IN HEATING, MEASUREMENT AND CONTROL!

- 6000 employees in some 40 production units on 4 continents
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BACKER

NORTH AMERICA EUROPE ASIA/OCEANIA

BACKER.EU
EVERYDAY EVERYWHERE

- Industrial/Projects
- Energy/Environment
- Advanced technology
- Commercial equipment
- Home appliance
- Transportation
- HVAC

YOUR WORLD LEADING PARTNER IN HEATING, MEASUREMENT AND CONTROL!

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BACKER

NORTH AMERICA EUROPE ASIA/OCEANIA

BACKER.EU
EVERYDAY EVERYWHERE

- Industrial/Projects
- Energy/Environment
- Advanced technology
- Commercial equipment
- Home appliance
- Transportation
- HVAC

WEB VERSION



EVERYDAY EVERYWHERE

SPRING NEWS 2016

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."



HEATING · MEASUREMENT · CONTROL

Backer BHV AB · SE-28010 Sösdala · Sweden · +46 451-661 00 · info@backer.se · www.backer.eu



UNSUBSCRIBE

WEB VERSION



EVERYDAY EVERYWHERE

SUMMER NEWS 2016

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."



HEATING · MEASUREMENT · CONTROL

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UNSUBSCRIBE

WEB VERSION



EVERYDAY EVERYWHERE

FALL NEWS 2016

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."



HEATING · MEASUREMENT · CONTROL

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UNSUBSCRIBE

WEB VERSION



EVERYDAY EVERYWHERE

WINTER NEWS 2016

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."



HEATING · MEASUREMENT · CONTROL

Backer BHV AB · SE-28010 Sösdala · Sweden · +46 451-661 00 · info@backer.se · www.backer.eu



UNSUBSCRIBE

E-MAIL SIGNATURE



Name Nameson | Work title
Direct +46 451 66 100
Mobile +46 701 12 34 56
Email name.nameson@backer.se
Web www.backer.se

Correct mail signature
Name in Arial Bold 9 pt
Rest in Arial 9 pt



Name Nameson | Work title

Direct [dropdown]
Mobile [dropdown]
Email [dropdown]
Web www.backer.se

Automatisk
Temafärger
Grå-25 %, Bakgrund 2, mörk 50 %
Standardfärger
Fler färger...
Toning



~~Name Nameson | Work title
Direct +46 451 66 100
Mobile +46 701 12 34 56
Email name.nameson@backer.se
Web www.backer.se~~

Incorrect mail signature
No lines etc above signature



~~Name Nameson | Work title
Direct +46 451 66 100
Mobile +46 701 12 34 56
Email name.nameson@backer.se
Web www.backer.se~~

Incorrect mail signature
No other colour than above stated

STATIONARY

BUSINESS CARD SIZE 90 X 55 MM

FRONT

16,5 mm

5 mm

17 mm

Black 7%

NAME NAMESSON
WORKING TITLE

Phone: +46 (0)451-01 23 45
Direct: +46 (0)451-01 23 45
Mobile: +46 (0)701- 01 23 45
E-mail: name.nameson@backer.eu

BACKER

Clan Pro Book 8,5 pt
Clan Pro News 5,5 pt
Clan Pro News 6,5/10 pt Clan Pro Book 6,5/10 pt

BACK

90 mm

54 mm

55 mm

9 mm

EVERYDAY EVERYWHERE

Company name · Address · Zip code/city · Country

Clan Pro Book 6 pt

NAME NAMESSON
WORKING TITLE

Phone: +46 (0)451-01 23 45
Direct: +46 (0)451-01 23 45
Mobile: +46 (0)701- 01 23 45
E-mail: name.nameson@backer.eu

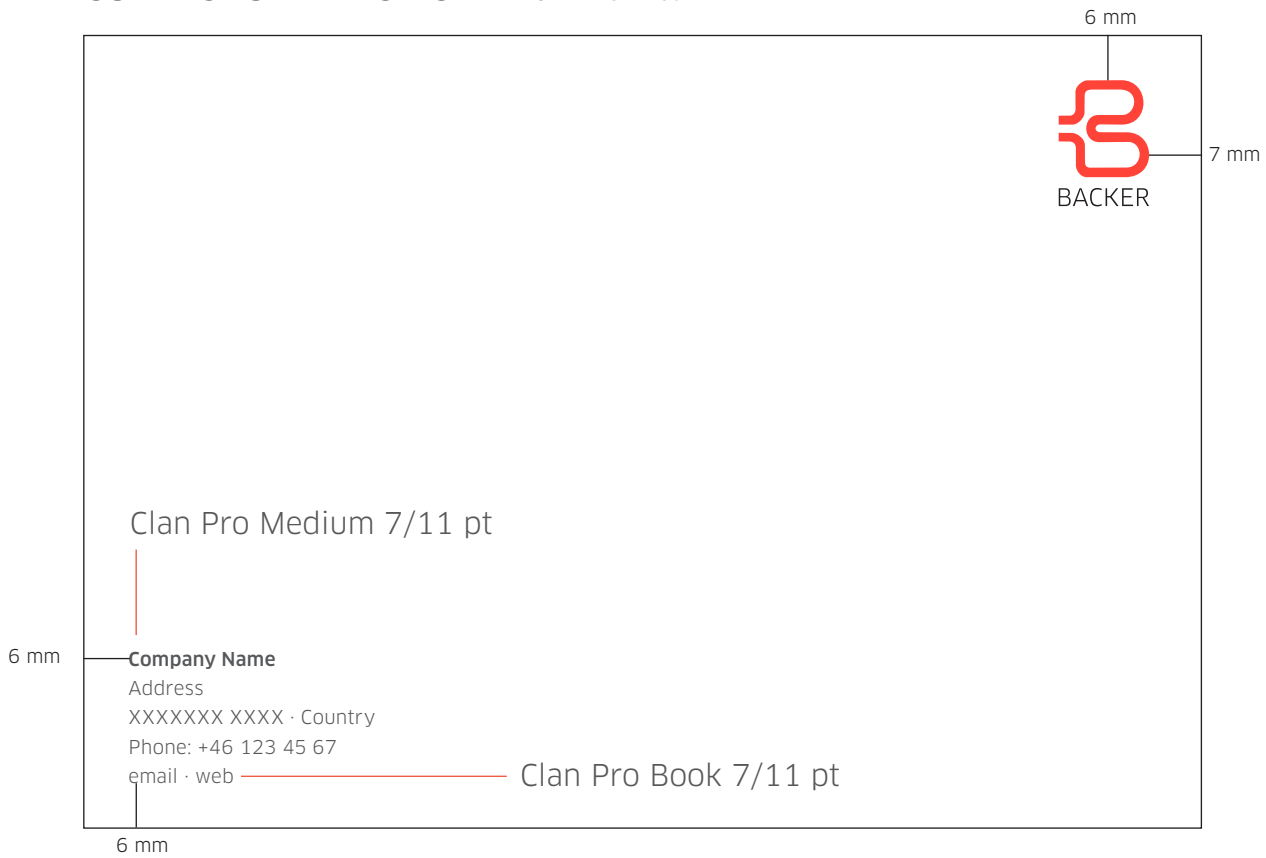
BACKER

LETTER SIZE 210 X 297 MM

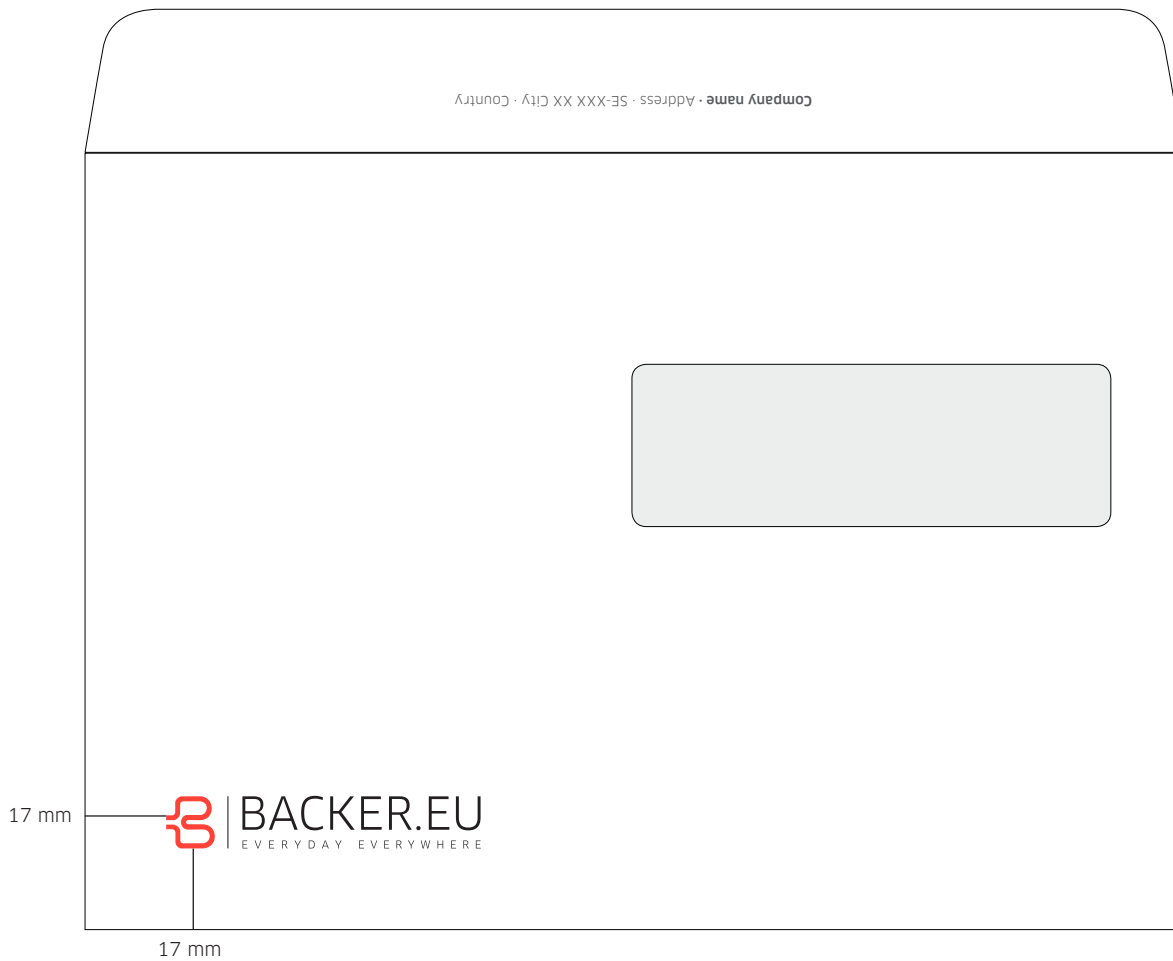


STATIONARY

CORRESPONDENCE CARD SIZE 148 X 105 MM



ENVELOPE SIZE 229 X 162 MM





Dusciam rehentius suntolorum corem. Ut alit, si te verest, sinem veligendam faccat verum simaiorrum et qui ipiciis ra aut officim intisciat rent delectem hillibus pror aut quam, ullescipsa quiaepudam sunt atiae dit ommod ut et voluptas ni berum ratio. Namusam que prempere volorporem alitaeperi di ad quia volorem. Et quae mi, quia volorest fuga. Ximagni modit, utem etusciet audandi psapernati commo officim liquam eosam, quidia accus vel ea ducium as aspiciatqui quos alibust, nissita ipsus quisitianda doluptam que eum veliquatur, tectur, conse eaturec uptatio. Emodiam ligenti vitature receste lacid quia volenih icitibus, qui dolore pedis quodignitur sumendis voles sectat.

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FOLDER

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please consult brand@backer.eu before printing.



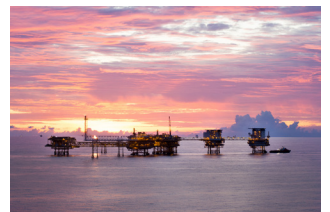
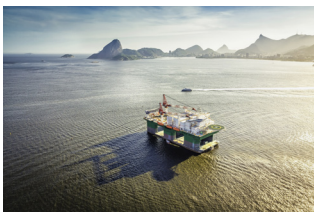
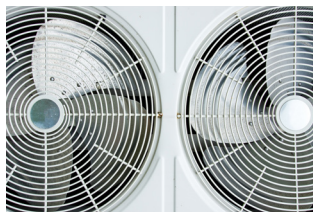
BACKER MAP



BACKER MAP INVERTED



IMAGERY HORIZONTAL



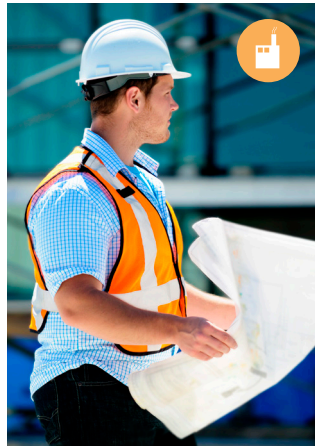
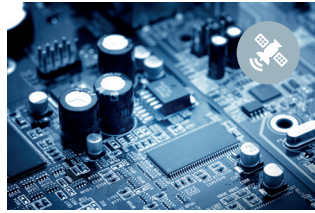
IMAGERY HORIZONTAL



IMAGERY VERTICAL



IMAGERY



INDUSTRY SECTOR PHOTOS



Industrial/
Projects



Energy/
Environment



Advanced
technology



Commercial
equipment



Home
appliance



Transportation



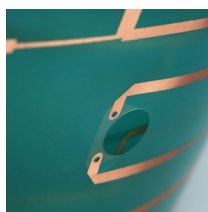
HVAC

Our organisation offers a vast variety of products to predominantly the above mentioned seven industry sectors. Please refer to them by using the above mentioned symbols with correct title and photo. For more information regarding the different industry sectors, please turn to the Backer Corporate Brochure.

TECHNOLOGIES



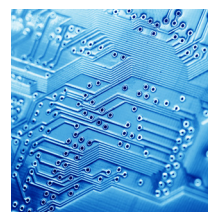
Tubular
Heating Elements



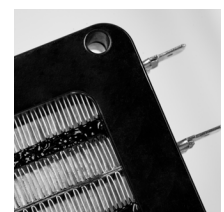
Printed Elements



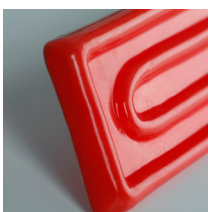
Supported
Wire Elements



Measurement
& Control



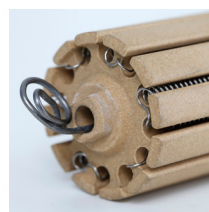
PTC Elements



IR & Halogen
Elements



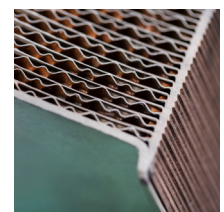
Heating Cables



Suspended Wire
Elements



Heat Pump
Technology



Special



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