

## PRESS RELEASE

### SZU undergoes a significant evolution at the time of its two anniversaries

**3.9. 2024 Brno** – The Engineering Test Institute, s.p., a company with more than a century of tradition in the testing industry, is undergoing major changes between its two important anniversary years. In the period between the 125th anniversary of its foundation (1898) and the 60th anniversary of its transformation from Kovotechna plant to the Engineering Test Institute (1965), the company is entering a new phase with the ambition to reflect the latest technological and industrial trends.

#### Change of organizational structure

One of the key areas of transformation is the change in organisational structure, which affects both the internal and external environment of the company. In Engineering Test Institute, this results in a significant optimisation of internal processes. The new structure will enable a more flexible response to customer needs, streamline internal communication and increase overall productivity.

#### New visual style

The SZU is also introducing a new visual style that builds on its history while reflecting its vision of the future and innovation. The dignified yet fresh design better represents what the company is, its specific know-how and the individuality of the highly qualified team spread between Brno and Jablonec nad Nisou and in fourteen other countries around the world. The re-designed logo and new visual elements, which will be gradually introduced across all communication channels, aim to demonstrate the ability to build on tradition and innovation and to reach a wider and more diverse customer base.

*"I am proud of where we have come in the last few years. We have successfully managed both significant technical projects and management challenges that have fostered our collaboration and flexibility. Together, we are undergoing a deeper transformation that will ultimately enable us to be even better "quality guardians" and a support in building a safe world for our customers. **Tomáš Hruška, CEO***



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The press release and downloadable images are on the website:

<https://www.szutest.cz/en/news/szu-is-undergoing-an-evolution-not-only-internally-but-also-externally>

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