



PASSION FOR SPORTS GROUNDS



New logo. New website. Even closer to our customers.

Dear Business Partners,

For more than 50 years, **SMG has stood for innovative machines and solutions for sports and leisure facilities.** This experience remains – but our brand appearance is evolving.

With our new logo, we are giving SMG a more modern and clear identity. At the same time, we are updating our website and digital content.

What does this mean for you?

- Faster navigation and easier product search
- Clearer information on machines and applications
- Direct access to technical data, brochures and videos
- More practical examples and application tips
- Faster access to the right contacts and our service team

Whether it's **sports field construction, artificial turf, padel, maintenance or cleaning** – in the future, we want to make it even easier for you to find the right SMG solution for your application.

Our **new website will go online by the end of the year.** Until then, our new brand identity will gradually become visible across our communication channels.

50 years of experience. A new look. And one clear goal: to continue providing our customers with the best possible solutions.

Your SMG Team



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