



Press release

EPHJ-EPMT-SMT Trade Show becomes EPHJ

As it is known around the world under the name of EPHJ, the International High-Precision Show which is currently being held in Geneva has decided to simplify its name and redesign its logo.

Geneva, 18 June 2019 - Following an exclusive announcement to the 815 exhibitors on their special evening today, the announcement of the shortening of name of the EPHJ-EPMT-SMT Trade Show and the reveal of its new logo marks an important step in the history of the biggest professional show in Switzerland.

EPHJ-EPMT-SMT is becoming EPHJ, the World of High Precision.

The name EPHJ is known all over the world. Over time, the founders added the acronyms for Professional Microtechnology Environment (EPMT) and Swiss Medical Technology to further the closer relationships between these sectors and the Professional Watchmaking and Jewellery Environment (EPHJ), which remains the heart of the event. The world of high-precision will now be reunited under a single acronym: EPHJ. This is a generic brand which has established itself in the market over time.

The new logo combines the colours of the 3 sectors on two chevrons which mark the boundaries of these professional environments. The name EPHJ is supported by a slogan which sums up what the show is all about: **The World of High Precision**. A little Swiss flag symbolises the origin of the event and the global cradle of its expertise.

Press relations contact:

- Stephan Post – 079 702 00 40 – spo@dynamicsgroup.ch