



European  
Strut & Support  
Manufacturer

Sremska Mitrovica, October 27<sup>th</sup> 2020

Dear Valued Partner,

We're excited to announce that we've changed our company name from Todebo d.o.o. to ESM d.o.o., effective October 21<sup>st</sup> 2020.

### **ESM stands for European Strut&Support Manufacturer.**

This name change is part of our strategy targeted to emphasize our **focus on strut & support manufacturing** and our **current market positioning** as a high-quality European manufacturer.

After some in-depth research, market analysis, and talking with some of our customers, we felt the rebranding of Todebo to ESM will enable us to align our brand with our production strengths, accomplish local and regional growth objectives, which puts us in the position to be more competitive overall.

Our commitment to our customers and partners remains our highest priority. With our rebranding, the plan is to, in the near future offer a more complete assortment of products and better services.

What this means for our existing clients is that its business as usual!  
This name change will not affect or delay any current or future orders.  
However, this letter is intended to offer notice that all invoicing, packaging and related documents will be rebranded after October 21<sup>st</sup>.

**Important: Please note that the rebranding and name change will not impact our shipping and billing address, phone numbers, Chamber of Commerce, and tax identification number.**

Please be assured that no changes have been made with regard to the nature of our business, management structure, and customer service, among others.

For more information, our new Catalogue 2020, and new contact info of our team please visit the "Contact Us" and "New Catalogue" sections of our new website [www.esm.rs](http://www.esm.rs).

Thank you for your full cooperation regarding this matter, here's to many more years of good business between you and us.

Kind Regards,  
ESM Team