

This guide walks
you through our
brand evolution.



IS NOW

TH COMPANY

We evolve without
losing the essence
of who we are.

**We have decided
to adapt our
brand image to
the new reality
of Técnicas
Hidráulicas: a
company with a
global presence,
market leaders
and close to their
customers.**

—

The Evolution of Técnicas Hidráulicas

Founded in 1966, the firm objective of Técnicas Hidráulicas was to offer the market high value-added solutions and equipment, to help our customers to efficiently process natural resources, for the fishing and mining sectors, as well as for other industrial processes.

Over the last few years we have extended our international network, opening new offices to offer our customers a better service. To be increasingly **closer and more global**.

Furthermore, we have consolidated our divisions by means of a considerable internal and external growth, and we have reinforced our commitment to R&D&I to secure our position as market **leaders**.

In the same vein, we have implemented organisational changes and acquired management tools to take a step forward and make the organisation more **robust**, and also to make our customers' daily work **easier**.

And, to carry on evolving, we have decided to adapt our brand image to the new reality of Técnicas Hidráulicas: a company with a **global** presence, market **leaders** and **close** to their customers.

New name, same essence

In order to evolve, at times, some aspects have to be changed, but never forgetting our origin. This change represents a new way of dominating and organising our brands, in line with the company's new reality, without losing the essence of who we are and have always been.

On the one hand, the dimension and outreach of our company has evolved. We are now an international company, with a global presence through our offices and branches. That is why Técnicas Hidráulicas needs a single and global name.

From today, anywhere in the world, we are TH Company, a global, friendly and leading company.

On the other hand, our commitment to technological leadership required a clear and simple brand architecture in order to showcase our technology. Until now our current brand structure focussed more on our departmental organisation than on our technological values. That is why we have combined our brands to return to our origins; in other words, to TH and Marco. These are our original technologies and the ones that have enabled us to grow.

In short, we are TH Company worldwide, and we offer TH and Marco solutions.



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IS NOW



ARE NOW



We evolve by showcasing our origin and the more than 63 years that we have been contributing to the development of the fishing industry.

Marco is a leading and compact technology, committed to innovation and to making our customers' daily work easier. Committing to innovation and opening new offices abroad will enable us to continue contributing to the evolution of industry.

The essence of Marco is summed up in 4 main values:

ORIGINS

We have been contributing to developing the fishing industry for 63 years, so we have decades of know-how

COMPACT

We have machinery that is able to do more work and with greater power in little space, with a simplified arrangement to save time and elements.

LEADER

We are world leaders: more than 50% of tuna fleet use our technology.

EASY MAINTENANCE

We have an annual audit service as a form of preventive maintenance for facilities, since remote monitoring equipment allows equipment failures or warnings to be prevented.

For further information, enter the Marco website:

www.marcosolutions.com

Our technological brands, TH Minerals and TH Enviro have now become one single brand.

A leading technological brand that encompasses solutions and services aimed at helping our customers to efficiently process natural resources. TH is present in the Aggregates, Mining, Industrial Sands and Environment sectors.

The new TH brand reflects our search for simplicity and robustness in the design of our equipment, thus facilitating our customers' operations and maintenance tasks.

The essence of TH is based on 5 main values.

SIMPLE

Our slurry pumps are able to self-regulate when faced with changing conditions, making them easier to operate.

STRONG

We have the most robust and reliable filter plate on the market.

SAFE

Our equipment has been designed to avoid accidental operation and injury.

GLOBAL

Our new country offices in Mexico, Ecuador, India and China reflect our commitment to be wherever our customers need us.

HIGH – TOUCH

New branches and a strengthened SAT team in order to be where our customers need us.

For further information, enter the TH website:

www.thprocess.com

Frequently asked Questions

» Do the new brand names entail a change in business name?

No. Although, from now on, the commercial name is TH Company, the offices in each country will keep the same business name as before.

» Does this change involve any type of change in the company e-mail addresses?

No. Our e-mail addresses will remain the same despite the change in brand. We will maintain the quality of our customer support service through the normal channels (e-mail, telephone, website,...) without this representing any change in our customers' daily activity.

» Does the new identity involve any type of change in the offering or services offered by the company?

The new brand identity seeks to adapt the company image to its new reality, but this will not, under any circumstances, affect the catalogue of equipment and solutions we offer our customers.

On the other hand, our service range has been strengthened with the addition of new services, which all forms part of our commitment to constantly improve the quality of the service we offer our customers.

For further information, visit our website: www.thsa.com

» Does the new identity affect the current websites?

New corporate websites have been developed together with the new brand image, in order to introduce the new brands to the market and thus evolve to a 3.0 digital relationship with our customers.

The new corporate websites are:

TH Company: www.thsa.com

Marco: www.marcosolutions.com

TH: www.thprocess.com

However, do not worry if you try to enter using the old URLs, because you will be immediately redirected to the new website.

» Where can I get more information?

If you have doubts, you can contact us at info@thsa.com or directly through your regular contact at the company.

We will be delighted to solve any additional doubts that you may have.

brand evolution!

TH COMPANY

Aritz Bidea, 65
48100 MUNGIA (Vizcaya) - España
T.: +34 946 740 500
info@thsa.com

www.thsa.com

