

New strategy for Europe: TSUBAKI strengthens joint brand identity

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With a new European organisational structure and a unified brand identity, the TSUBAKI Group is taking a new direction in Europe. Since 1 July, the newly founded TSUBAKI EUROPE HOLDINGS B.V. in Dordrecht, Netherlands, is bringing its European companies together under a joint umbrella. The objective is to link competencies, know-how and resources even more strongly within Europe in the future, and to use them for providing joint customer solutions.

The core members of the new holding company are TSUBAKIMOTO EUROPE (Dordrecht, Netherlands), TSUBAKI KABELSCHLEPP (Wenden-Gerlingen, Germany), MAYFRAN EUROPE (Landgraaf, Netherlands) and TSUBAKI AUTOMOTIVE (Kolín, Czech Republic). In addition to this, the European TSUBAKI subsidiaries and the European KABELSCHLEPP and MAYFRAN subsidiaries, including the international companies in India and China, are also part of the new organisational structure. Henning Preis is the president and CEO of the holding company, and, among other things, also the Managing Director of TSUBAKIMOTO EUROPE and TSUBAKI KABELSCHLEPP.

The objective of the new holding company is to further harmonise collaboration between the European companies and to expand its organisational links. The

bundling of competencies, know-how and resources now makes it even easier for the group of companies to offer its customers tailored complete solutions from a single source.

The restructuring will also be reflected in the brand identity, with a focus on the TSUBAKI umbrella brand, which will be much more visible as the company brand in the future. Well-known brands such as KABELSCHLEPP or MAYFRAN are retained and will be continued as product brands. With this approach, the new brand architecture links a joint corporate identity with the continuity of established brands.

New corporate identity with blue branding

The changes are also reflected in the corporate design. TSUBAKI KABELSCHLEPP and MAYFRAN are abandoning their previous colour schemes and will be adopting the new corporate identity of the group of companies with its distinctive blue colour palette.

Established brands are retained

The aim of the new brand identity is to emphasise the affiliation of the European companies with the international TSUBAKI Group while retaining the existing structure for customers and business partners in the day-to-day operations. Contacts, products and established brands will not change.

“With the new European organisational structure and a joint corporate identity, we are creating a stronger link between our companies and are making our affiliation with the international TSUBAKI Group more visible,” explains Henning Preis, president and CEO of TSUBAKI EUROPE HOLDINGS B.V. “At the same time, our established product brands continue to stand for continuity and reliability. For our customers, there will be no changes to either their contacts or the solutions they are familiar with.”

Image captions:



Image 1: With a new European organisational structure and a unified brand identity, the TSUBAKI Group is taking a new direction in Europe.

TSUBAKI EUROPE HOLDINGS



Image 2: Since 1 July, the newly founded TSUBAKI EUROPE HOLDINGS B.V. in Dordrecht, Netherlands, is bringing its European companies together under a joint umbrella. *TSUBAKI EUROPE HOLDINGS*

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About TSUBAKI EUROPE HOLDINGS B.V.:

The TSUBAKI Group is one of the world's leading manufacturers of drive and conveyor technology and of mechatronic solutions. With TSUBAKI EUROPE HOLDINGS B.V., based in Dordrecht, Netherlands, the company brought its European companies together under a joint umbrella in 2026, strengthening the collaboration across national and company borders. The core members of the new holding company are TSUBAKIMOTO EUROPE B.V. (Dordrecht, Netherlands), TSUBAKI KABELSCHLEPP GmbH (Wenden-Gerlingen, Germany), MAYFRAN INTERNATIONAL B.V. (Landgraaf, Netherlands) and TSUBAKI AUTOMOTIVE CZECH REPUBLIC S.R.O. (Kolín, Czech Republic) as well as other European subsidiaries. Together, they develop and manufacture high-quality products and system solutions for different industries – from cable carriers and cable protection systems, chains and drive components to solutions for chip disposal and coolant management as well as for WtE (Waste to Energy) applications. With bundled European know-how, great power of innovation and a strong international presence, TSUBAKI stands for quality, reliability and customer focused solutions

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