

From heritage to new horizons

Rehlko's journey to redefining energy resilience



The past always informs the future. That's as true in business as in any walk of life. At Rehlko, a 150-year-old legacy provides the foundation for an exciting new era of innovation. As the leading energy resilience supplier, the company is forging ahead as an independent company and is about to embark on a modern rebrand. Yet, key milestones from its history make it the company it is today. This transition is more than a name change, it's a bold statement that our resilience is reinvention.

Celebrating a rich history

Formerly Kohler Energy, Rehlko can trace its roots back to the 1870s. Then, Kohler forbear John Michael Kohler established a company focusing on ploughs and other farm implements. Technology never stands still, though, and by the 1920s, the first automatic standby generator was introduced. The company famously went on to supply power equipment to several high-profile humanitarian and scientific endeavors, including Admiral Byrd for his Antarctic expeditions.

Over the years, the company grew – organically and by acquisition – to become a world leader in industrial power. A notable high point was the purchase of SDMO, the diesel and standby generator manufacturer based in Brest, France. This strategic acquisition not only expanded Kohler Energy's product range but also established Brest as the headquarters for its EMEA operations. SDMO was already well known for its high-quality systems and solutions, particularly in Europe, and its first-class workforce significantly enhanced Kohler's in-house knowledge and expertise. Under one umbrella, Kohler Energy rapidly secured its position as a global industrial powerhouse.



Power in a New Shade

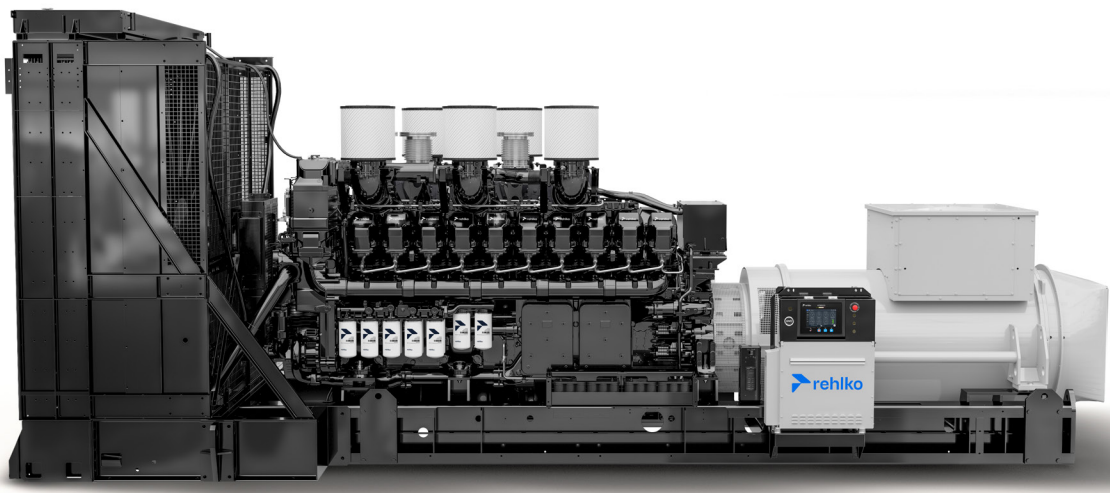
With Kohler Energy becoming Rehlko at the end of 2024, we are fully dedicated to energy solutions – moving beyond a diversified portfolio to focus solely on advancing energy resilience. This transition marks our shift from a heritage power product supplier to a leader in energy resilience technology, delivering better solutions for individuals, businesses, and communities alike.

Part of this process involves significantly refreshing Rehlko's brand identity to embrace new colors for its product portfolio. While embracing and celebrating its historical foundations, the rebrand will provide a distinctive and unified foundation for the exciting innovations of tomorrow.

But what does the rebrand mean practically for Rehlko partners and customers? Rehlko's transformation isn't just about a new name; it's a new identity that reflects innovation, sustainability, and a modern approach to energy resilience. A key part of this evolution is a refreshed brand identity that introduces new colors- Power in a New Shade.

The existing cream color will be replaced with Rehlko Light Gray (RAL 7035), complemented by Rehlko New Energy Blue (Pantone 2727C). This fresh look isn't just cosmetic, it symbolizes a commitment to progress while maintaining the durability and reliability that customers expect.

The rebranding will cover Rehlko's industrial generators, enclosures, mobile, rental, commercial marine products, and accessories. The grey and blue palette provides a clean and professional aesthetic that maintains durability and consistent appearance over time, even when exposed to harsh outdoor conditions. The colors have been chosen to ensure harmony with the natural environment, ensuring the products blend unobtrusively in outdoor settings.



Embarking on a new era of innovation

The transition to the new branding will take place gradually over the next few months. Meanwhile, Rehlko will keep redefining energy resilience. In pursuit of this vision, Rehlko has already achieved significant milestones:

- Introducing generators that can operate on renewable fuels such as hydrotreated vegetable oil (HVO also known as renewable diesel)
- Developing new maintenance regimes that significantly lower greenhouse gas emissions
- Launching totally new sustainable technologies such as hydrogen fuel cell systems
- Issuing the first environmental declaration (EPD) for a back-up generator to provide total transparency on its environmental footprint.

The journey continues apace, and other technical advancements are sure to follow. With a modern and contemporary brand that stands out and reflects excellence in every aspect of the business, Rehlko is proving once again that resilience isn't just about enduring change, it's about driving it.

