

## New identity highlights new Altron divisions

Allied Electronics Corporation (Altron) has reorganised into two divisions - Altron TMT (telecommunications, multi-media and information technology), which houses the Altech and Bytes businesses, and Altron Power which consists of Powertech.

To celebrate this change, the group has launched a new corporate identity that better reflects the group's corporate brand and more accordingly reflects its strategy following the reorganisation.



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