

Lodam automation a/s has changed name to Daniit A/S

This happened at our reception on the 26 September, which was a joyful day for us all and many customers, suppliers and friends of the house found the time to come and visit us.

The two talented illusionists from Star Magic and their spectacular show had everybody fired up for the presentation of our new name and logo. The culmination of the show was when they conjured me, the undersigned, out of the blue and everybody on a big screen could see the old Lodam-logo explode and our new Daniit-logo emerge.

The name Daniit is short for Danish Industrial IT. The name is chosen to express that our company has moved from automation, which was our original main field, towards software, industrial IT and integration with other systems.

The new logo was developed by Erik Berg, one of our creative employees, and symbolizes several things:

- In the two 'i's the Danish flag is seen, and that refers to the first half of our name
- The two 'i's and the 't' symbolizes Industrial IT, or IIT
- The 't' is like a bridge over the two 'i's to symbolize that we are the ones who build a bridge over the industry and the known IT from administration

The new name and logo has been taken into use immediately after the presentation, and we therefore ask you to update your e-mail address list. A telephone list with the new e-mail addresses is enclosed, but can also always be found on our new website www.daniit.com.

In the hope that you will welcome our new look

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