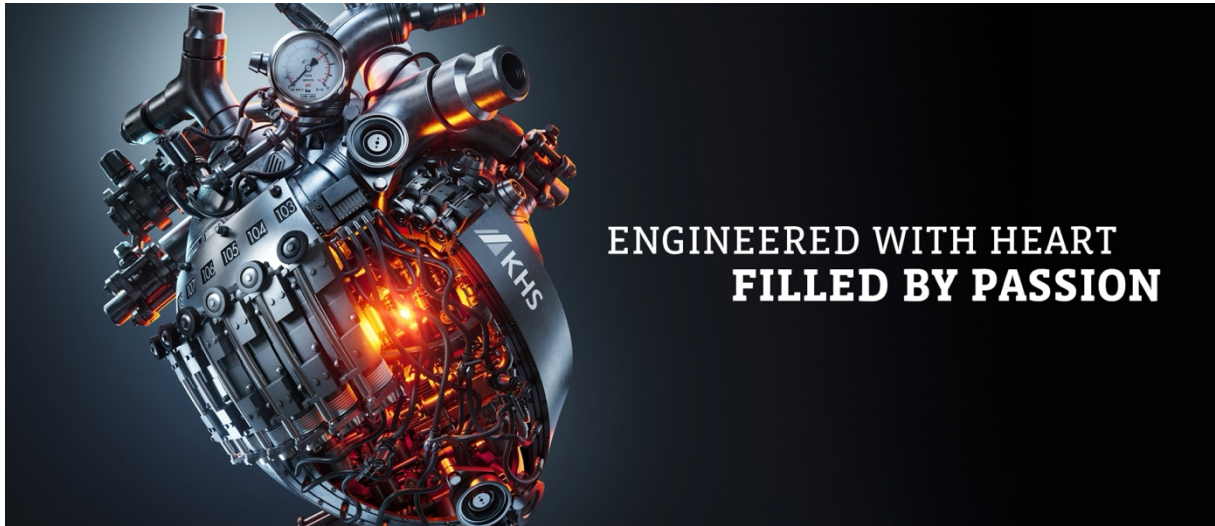




KHS drinktec slogan 2025: Engineered with Heart. Filled by Passion.

Core message

At drinktec 2025, KHS is set to unveil its new slogan, “Engineered with Heart. Filled by Passion.” The phrase highlights the fusion of advanced engineering expertise and genuine employee passion. This new slogan distills the company’s ethos: across development, production, and service, a strong commitment to sustainable customer success remains the central focus.

Why a new slogan?

Slogans shape brand identity and create recognition. The new slogan is firmly grounded in the company's culture, making it clear that at KHS, people and their motivation are as important as technology and innovation.

This approach has yielded solutions that have had a long-term impact on the market through many years of partnership-based cooperation.

Consistency in brand communications

The established claim “Your reliable partner” remains KHS’s central promise to its customers. The new slogan and the accompanying Heart visual add an emotional dimension to this message. Starting at drinktec 2025, both elements are to be used in communications on a long-term basis.

KHS at drinktec

At the trade fair booth, visitors can experience how technical expertise and passion come together. KHS presents its PET, glass, and can production lines as well as the business segment of comprehensive Lifetime Services. The slogan serves as a conversation starter and marks the beginning of a consistent brand presence.

KHS stands for technology that inspires and for people who are passionate about serving their customers. This experience will be the focus of drinktec 2025.

Further information on KHS and drinktec 2025 can be found here: [KHS at drinktec: line engineering rethought | KHS Group](#)