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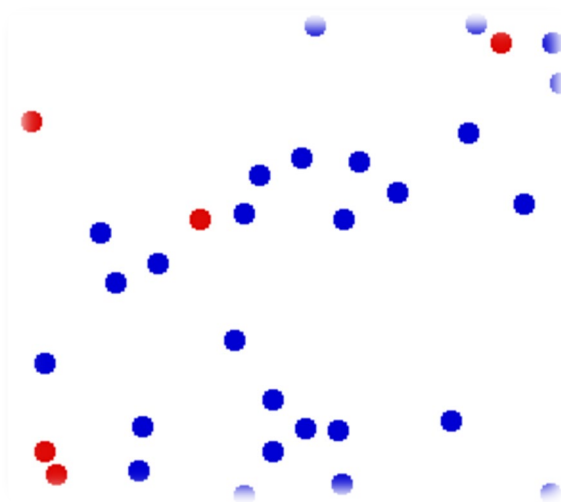
Sensitron aims to innovate communication in gas detection: A new concept for showing gas

Sensitron, part of the Halma Group and on the market for 35 years, recognized as a leading name in gas detection nationally and internationally, is this year championing/promotes/carries on a communications strategy that defies industry conventions.

The goal of this initiative is to talk about gas by no longer just telling about dangers and risks, but also the safety that the presence of Sensitron gas detectors represents. Starting with the Kinetic Theory of Gas, Sensitron has developed a new visual concept that redefines the way we see and understand gas. This theory represents gas as molecules and particles in constant motion within a container, and is used to explain the physical properties of gas, including pressure, temperature, and volume.

In a further effort to make this visual innovation even more meaningful, Sensitron chose unconventional colors within the industrial sector, opting for softer, less orthodox shades. The result is a concept that combines a scientific approach with an out-of-the-box visual impact.

Valentina Lombardo, Marketing Manager di Sensitron, stated: "*Sensitron is a leading name in the gas detection industry, and this new communication strategy is a bold step in our mission to promote safety and innovation. We want people to think of the safety and peace of mind of having a Sensitron gas detector to protect us when they talk about gas, and our new visual concept is the means to achieve that goal.*"



This initiative reflects Sensitron's ongoing commitment to innovation.

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