

## **New Packaging Design for Zimmermann Brake Pads: Modern Look, Proven Quality**

**Sinsheim-Dühren, August 11, 2026. Otto Zimmermann GmbH is gradually transitioning the packaging for its brake pads to a new, modern design. The low dust rd:z brake pads are also receiving updated packaging in line with this refreshed look. With this revised packaging concept, the company reinforces its commitment to quality and creates a contemporary brand image that further highlights the premium character of its products.**

### **Modern appearance with clear orientation**

The new packaging design was specifically developed by Otto Zimmermann GmbH to deliver a high-quality, clearly structured product presentation. At the same time, the design aligns with current market expectations and strengthens brand recognition in both retail and workshop environments.

Initial market feedback has been consistently positive, validating the company's chosen direction. The new visual identity enhances Otto Zimmermann GmbH's brand presence and supports its professional positioning within the international spare parts market.

### **Optimized labeling for greater efficiency**

As part of the transition, packaging labeling has also been further optimized. Moving forward, key information such as the part number and EAN code will appear both on the side and in a clearly visible position on the lid.

This update enables workshops, dealers, and logistics partners to identify products more quickly and handle them more efficiently in their day-to-day operations. The improved visibility of essential information simplifies inventory management, order picking, and receiving the goods.

### **Quality is still the benchmark**

While the visual appearance is being modernized, one defining factor remains unchanged: the quality of Otto Zimmermann GmbH brake pads. OE standards continue to serve as the benchmark for both development and production.

From the earliest development stages, ECE-R90 compliance, precise and optimal pedal feel, and controlled wear characteristics are rigorously validated. As a result, Zimmermann brake pads will continue to stand for maximum safety, reliable performance, and exceptional durability in everyday use.

The rd:z brake pads, in particular, offer enhanced driving comfort combined with reduced brake dust generation while fulfilling the strict quality standards of modern braking systems.

### **Gradual market transition**

The switch to the new packaging design is being carried out gradually. For sustainability reasons, existing cardboard packaging stocks are being used up first. Consequently, during the transition phase, customers may receive products in either the previous or the new packaging design. There are no changes to the products themselves or their technical characteristics.

### **Looking ahead: Automechanika 2026**

The new packaging design is being introduced ahead of Automechanika, an event where Otto Zimmermann GmbH will further reinforce its position as a quality leader in the braking sector. Under the motto "The Quality Leader in Braking," the company will showcase the latest developments in hard-metal coatings, address the requirements of EURO 7 regulations, and present innovative braking solutions for the international aftermarket.

Otto Zimmermann GmbH is particularly looking forward to personally engaging with customers and partners from around the globe in Frankfurt. Over the course of the five-day trade fair, the company expects visitors from more than 70 countries and will use the event as a key platform for international dialogue and generating future market momentum.

### **About Otto Zimmermann GmbH**

For more than seven decades, Otto Zimmermann GmbH has been developing, manufacturing, and distributing high-quality automotive components for vehicle manufacturers and the independent aftermarket. In addition to standard replacement parts, the product portfolio includes sports and premium brake discs as well as high-performance brake pads for motorsport and demanding road use. Today, the company distributes over 4,000 different brake components to more than 70 countries worldwide and is listed as a TecDoc "Premium Data Supplier." Further information is available at: <https://www.otto-zimmermann.de>.

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Otto Zimmermann GmbH is gradually switching the packaging for its brake pads to a new, modern design. At the same time, the design aligns with current market demands and enhances brand recognition in both the retail sector and workshops.



The new packaging design was developed to ensure a high-quality, clear product presentation. The packaging for the low-dust rd:z brake pads is also being aligned with the new visual identity.

