

## Kohler Energy Rebrands as Rehiko

— *Ushering in New Era of Sustainable Energy Innovation* —  
— *Rehiko builds on a 100-plus-year legacy of powering an energy resilient world for a better future* —

**KOHLER, Wis. – September 17<sup>th</sup>, 2024** – Kohler Energy today officially rebranded under its new corporate name Rehiko (pronounced REL-co), marking a major milestone in the company’s 100 - plus-year history delivering innovative, resilient energy solutions that provide independence, agility, and security to mission-critical infrastructure, facilities and residences.

Rehiko will continue operating as an independent enterprise. The company became a stand-alone entity in May 2024 when Platinum Equity completed a transaction with Kohler Company to establish then-Kohler Energy as a stand-alone business. Platinum Equity is the majority owner of Rehiko with Kohler Company remaining an investment partner.

“We are embracing our future as an independent company with the new Rehiko brand and celebrating our legacy and our commitment for tackling the most complex energy challenges, and the values that guide everything we do and stand for,” said Brian Melka, Rehiko chief executive officer. “Our company’s new name is derived from the six letters of Kohler and reflects the reliability, resolve, reinvention, and resilience that have been – and will remain – the hallmarks of this organization in addressing the ever-evolving distributed energy needs of the marketplace.”

Rehiko will continue to provide control, resilience and innovation through a comprehensive range of energy solutions, including power generation, energy storage, and renewable energy technologies among others.

Rehiko operates a broad portfolio of leading businesses including Power Systems, Engines, Uninterruptible Power, Home Energy, Clarke Energy, Curtis Instruments, and Heila Technologies. Kohler Power Systems and Kohler Engines will lead the enterprise portfolio brand transition by officially becoming Rehiko branded by the end of 2024.

“This rebranding is more than just a clever name change. The letters that comprise the name Rehiko reflect our 100-plus years of rich heritage under the Kohler brand and represent a bold step forward in our journey to continue building and powering a sustainable energy future,” said Francis Perrin, chief brand and sustainability officer at Rehiko. “Our new brand repositions our business at the forefront of innovation and energy resilience technology and showcases our proven ability to deliver to our customers with the energy reliability and control that they demand and require. The Rehiko brand is more focused and purpose-driven than ever before.”

Mr. Melka will officially unveil the new enterprise Rehiko brand at the *Fast Company* Innovation Festival on September 17<sup>th</sup> and will soon launch its new corporate website – [Rehiko.com](https://Rehiko.com). Over the coming weeks and months, the company will support its new enterprise rebranding through a multi-faceted marketing effort including a targeted advertising campaign to introduce Rehiko

across top-tier business and trade industry media publications, with the theme “Resilience is Reinvention”. The company is also thrilled to continue its partnership with two of the Interpublic Group’s (“IPG”) global communications and branding agencies, The Weber Shandwick Collective and FutureBrand, who have been supporting brand launch and brand design efforts, respectively.

Headquartered in Wisconsin, Rehiko will maintain operations in more than 100 locations across the Americas, Asia, Europe, the Middle East and Africa.

### **About Rehiko**

A global leader in energy resilience, Rehiko delivers innovative energy solutions critical to sustain and improve life across home energy, industrial energy systems, and powertrain technologies, by delivering control, resilience and innovation. Leveraging the strength of its portfolio of businesses – Power Systems, Home Energy, Kohler Uninterruptible Power, Clarke Energy, Heila Technologies, Curtis Instruments, and Engines, and more than a century of industry leadership, Rehiko builds resilience where and when the grid cannot, and goes beyond functional, individual recovery to create better lives and communities, and a more durable and reliable energy future. For more details, learn more at [Rehiko.com](https://Rehiko.com).

### **About Platinum Equity**

Founded in 1995 by Tom Gores, Platinum Equity is a global investment firm with more than \$48 billion of assets under management and a portfolio of approximately 50 operating companies that serve customers around the world. Platinum Equity specializes in mergers, acquisitions and operations – a trademarked strategy it calls M&A&O® – acquiring and operating companies in a broad range of business markets, including manufacturing, distribution, transportation and logistics, equipment rental, metals services, media and entertainment, technology, telecommunications and other industries. Over the past 28 years Platinum Equity has completed more than 450 acquisitions.

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#### **Media Contact:**

Suzanne Cutway  
Director, Corporate Communications  
Rehiko  
[suzanne.cutway@kohler.com](mailto:suzanne.cutway@kohler.com)

Patrick Rose  
Vice President, Corporate Affairs  
Weber Shandwick  
[prose@webershandwick.com](mailto:prose@webershandwick.com)