



PRESSEINFORMATION
PRESS RELEASE

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RENOLIT reorganises brand landscape

Company aiming for systematic growth

Worms / Bad Salzuflen, 25 February 2008 – For the **RENOLIT** Group in Worms, the 2008 business year is going to be one of deep-rooted change. Two years after taking over the industrial film activities of the Belgian Solvay group and two months after the integration of Benecke-Kaliko AG's furniture film business, **RENOLIT** is now preparing the detailed set-up for a new market presence. "We are now digesting the morsels, and above all we're looking at long term, consistent corporate development", says Executive Board Member Michael Kundel, responsible for Sales and Marketing. Last year, **RENOLIT AG** achieved sales revenues totalling €970 million and currently employs around 4,300 people. Annual production volume across all 34 sites amounted to approx. 300,000 tons of film.

Three-brand strategy planned for the furniture film segment

The company comprises eight strategic business units, including **RENOLIT DESIGN** which is responsible for the furniture film business. It earns about one-fifth of total sales revenues and meanwhile is made up of four brands: **Benelit** now joins **RENOLIT**, **Aikor** and **COVA**. This brand landscape is currently being reorganised by the company management: "We are aiming for a three-brand concept with a Premium line, a Standard line and a brand for 2D films and other surface products", says Michael Kundel, looking into the near future. **RENOLIT** intends to finalise its new structure during the course of this year.

As part of this reorganisation, the product portfolio is also to be revised into a clearly structured product range, in which there are no longer any



overlaps. At the same time, the company plans to focus more on make-to-order manufacture in order to keep step with the growing trend towards individualisation. In this regard, considering regional peculiarities and exclusivities is just as important as creating the necessary organisational and logistical framework conditions.

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