



PRESSEINFORMATION
PRESS RELEASE

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The build-up of suspense

RENOLIT AG presents a new image and a modern homepage

Worms, 16th January 2006 – creating something new, while keeping the things that work. This is the maxim behind the new corporate image of **RENOLIT AG**, Worms. In order to be able to communicate the great diversity of products more clearly, the company has renamed the different business areas:

- **RENOLIT DESIGN**
- **RENOLIT EXTERIOR**
- **RENOLIT CONTACT**
- **RENOLIT EXTRUSION**
- **RENOLIT PROFESSION**

Within the individual business areas, the many different variants have been bundled into clear product groups based on the fields of application. This structure has also been used as the basis for the Internet site which is presented in a new design as well.

"We want to present our company in this way under the **RENOLIT** umbrella brand and intensify our communication activities to increase our company's level of recognition and differentiate ourselves clearly from the competition," says Sandra Dietrich, head of Corporate Marketing & Communications **RENOLIT AG**, about this development step.

Logo combines the traditional and the modern

The newly designed company logo which **RENOLIT AG** introduced on 1st January 2006 also symbolises the dynamism and innovative strength



of the company. It is based on the known visual elements which symbolise the traditional values: The black "r", the company colours black and blue as well as the **RENOLIT** lettering. The sweeping lines represent modernity and the company's dynamic development; the combination of all the components emphasises the particular strength of the company.

The new look is also shown in the content and graphics of **RENOLIT AG's** relaunched homepage which will go live from 1st February 2006. A completely new structure which is easy to navigate around as well as large amounts of information will provide a detailed online view of the company, and regularly updated news items and product platforms will keep users fully informed about the latest developments. The website address remains www.renolit.com.

Please direct any further questions to the editorial team:

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