



PRESS RELEASE

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RENOLIT at Interzum 2009

Experiencing a paradise of diversity

So much to discover at RENOLIT's booth

Worms, 7 May 2009 – A colourful world of experience awaits visitors of this year's Interzum at the booth of **RENOLIT AG**. Under the motto "Paradise of Diversity", the Business Unit **RENOLIT DESIGN** presents itself in a new appearance and with a newly structured brand landscape. Moreover, **Booth A010/B011** in **Hall 6.1**, which stretches about a surface of 350 square metres, shows numerous decorative and surface novelties.

Influenced by nature

In a mixture of abstract nature and practice-oriented application examples from throughout the furniture sector the **RENOLIT** Group will introduce its newly organized product lines to the public. Apart from the single display objects, each functional element of the exhibition booth is part of the overall concept: The bar's counter and rear panel covering, for instance, adapt to the current trend colours, as do the tables and seats for hosting the booth's guests. Surrounded by 16 decorative trees, these colours flow through the entire presentation like a meander and invite visitors to rest a while. These artificial plants, with a height of about two metres each, also show a selection of trendy solid colours and woodgrains.

Honeycombs to plunge in

A striking contrast to the nature-related areas will be built by three monolithic hexagons suspended from the ceiling. These formations through form of honeycombs meet the visitor eye to eye, but their inner lives will not become apparent until the spectators completely plunge into it. They will then find the brand new trend colour collection "Colour Road", the latest creations of



woodgrains and finally, in the third segment, the current ideas relating to high-gloss and matt surfaces.

By means of stylized living arrangements, selected decors and surfaces will be showcased to the visitors. Among others, four different kitchen solutions will demonstrate prevailing trendy high-gloss surfaces, whereas a living room and bathroom solution will provide an interesting contrast by applying matt structures and deep embossing.

RENOLIT as umbrella brand

This self-contained trade fair presentation with its product-independent and cross-brand identity is based on the new brand structure of the Business Unit **RENOLIT DESIGN**, which now embraces three product lines and new brands while taking benefit from the strengths of the established brands of Cova and Alkor. With the integration of these traditional brands which have been forming part of the Group since April 2006, **RENOLIT** has considerably expanded its product portfolio. Following the takeover of the furniture film activities from Benecke-Kaliko at the end of 2007, the brand Benelit was added, so that the offer has partly overlapped in the Business Unit **RENOLIT DESIGN**. The brand landscape resulting from it has now been reorganized and now offers clearly defined product ranges with new brands under the umbrella brand **RENOLIT**.

Stock range with two collections

Under the designation **RENOLIT 3D Stock Range** is now offered a comprehensive stock range with a multifaceted design collection for living furniture, office and retail interiors, which is divided into two different collections. **RENOLIT ALKOREN** presents the company's selection of solid colours and woodgrains in fashionable colouring with traditional surface structures. The Premier collection of the stock range is called **RENOLIT COVAREN** and offers incredibly realistic woodgrain prints, fashionable solid colours and abstract prints, blended with superior surface finishes.



Customized solutions

With **RENOLIT** 3D Custom Solutions the Group meets the increasing trend to individualisation and differentiation. This collection with customized solutions allows clients to select their favoured decor and vary it individually or to adapt technical specifications to customer-specific manufacturing processes.

Technically sophisticated 2D films

The initial 3D film business of **RENOLIT** was complemented by decorative 2D films for applications in the furniture and caravan industry, interior decoration and in consumer electronics. Since the existing product designations of Alkor are a synonym for these films and are well established in the market, **RENOLIT** 2D Applications will take over these product names in connection with the umbrella brand – e.g. **RENOLIT** ALKORCELL.

The company

The **RENOLIT** Group is an international leader in the manufacture of high-quality plastic films and related products for technical applications. This independent family-run business, which has been setting benchmarks for quality and innovation for over 60 years, now employs a workforce of approximately 4,300 employees at 21 production sites and 16 sales companies. The **RENOLIT** brand enjoys a worldwide reputation for technical expertise, modern product design and customer-orientated service.

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