



Rely on it.

PRESS RELEASE

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RENOLIT at the fensterbau/frontale 2010 (Stand 6-231, Hall 6)

Under one roof

RENOLIT EXTERIOR combines its strengths

Worms/Nuremberg, 24 March 2010 – **RENOLIT EXOFOL MX** is the future – **RENOLIT MBAS** and **COVA XL** the past. For almost 30 years **RENOLIT** has led the market for decorative films and set the benchmark for material and design quality. Now the leading brand **RENOLIT MBAS** is uniting with the UK manufactured brand, **COVA XL** to create a true market leader, **RENOLIT EXOFOL MX**.

Joint presence

All films for external applications have been combined into one product family, **RENOLIT EXOFOL**. Two additional letters indicate the product quality and the type of processing. Sibylle Kahl, Head of Marketing at **RENOLIT EXTERIOR** since 1 April 2010, says: “this means a unified presence worldwide for the products from Worms and Cramlington”.

The obvious change for the customer is that the new collections combine effects developed from both centres of excellence. **RENOLIT EXOFOL MX** is available in “Classic” traditional colours and effects along with a “Premier” collection highlighting the latest designs with more modern colours, effects and surfaces. The **RENOLIT EXOFOL FX** programme replaces the former **RENOLIT FAST** collection and includes all the colours and effects from the new generation of high-performance films from Worms.

The two product lines, **RENOLIT EXOFOL MX** and **RENOLIT EXOFOL FX**, follow a unified product code system: “M” is for standard exterior



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quality, “F” for top exterior quality and “X” for lamination. **RENOLIT** EXOFOL MT is the new product code for films used on thermoformed doors and panels. Here “T” stands for thermoforming.

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