

PRESS RELEASE

New brand presence for Treofan

Updated design emphasizes premium positioning

Düsseldorf/Raunheim, May 4, 2017 – At Interpack 2017, Treofan will première its updated brand design to the industry. A new overall visual image extends from the Interpack booth to the website and all other communication media.

The updated logo is complemented by a new, modern font, structural graphic elements such as coloured areas and lines and a system of lettering for differentiating the various product areas.

The new presence was designed and implemented by renowned Frankfurt design agency Hauser Lacour, which also works for companies such as Sony, Hyundai, Hager and Deutsche Börse.

"The new, high quality look reflects our positioning as a partner to our clients, who rely on our expertise and many years of experience to supply them with tailored solutions", explains Torsten Huß, Marketing Communications Manager at Treofan.

Stefan Hauser, founder and managing director of Hauser Lacour, adds: "Sympathetically updating a traditional brand such as Treofan is both a challenge and an inspiration. Our goal was to emphasize Treofan's premium positioning while simultaneously making it clear that this positioning is the fruit of the company's history and experience."

1,143 characters including spaces

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Treofan Group www.treofan.com is a global leader in biaxially oriented polypropylene (BOPP) films distributed under the brand names Treofan® and TreoPore®. Treofan offers the most comprehensive product portfolio in the industry, including solutions for the packaging and tobacco industries, labels, and technical films for electronic applications such as batteries and capacitors. The Group employs around 1,100 people, operates four production sites in Germany, Italy, and Mexico, and sells its products in more than 90 markets.