



PRESSEINFORMATION
PRESS RELEASE

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Delegated Competence

Worldwide sales network under international responsibility

Worms, April 30th 2008 – The reorganization of the **RENOLIT** Group, Worms, is taking on concrete features. Along with the division into eight strategic business units, the upcoming responsibilities in the sales organization of **RENOLIT DESIGN** have in the meantime also been determined. Alkor GmbH Kunststoffe in Munich will thereby take over responsibility for all of the mainland Western European countries including the German domestic market. **RENOLIT** Cramlington Ltd. in Great Britain will takeover responsibility for the United Kingdom, Ireland, the USA, Canada and South Africa. For every other nation – including the growth markets of Eastern Europe and Asia – the company headquarters in Worms has the organizational responsibility.

The business sector responsible for the furniture film business, **RENOLIT DESIGN**, generates about a fifth of overall sales at present. Towards structuring the product portfolio, **RENOLIT** will go for a three brand strategy, covering premium and standard lines for 3D films, as well as 2D films and other surface products. In the course of this concept the **Benelit** furniture film section taken over at the end of last year by Benecke-Kaliko AG is to be merged with the new brands: “Since our trademark rights on **Benelit** are limited to two years, we have considerable freedom of movement on this point,” says Sandra Dietrich, Head of Corporate Communications outlining the new orientation.

**Transfer of Benecke range according to schedule**

The integration of the Benecke furniture film range into the **RENOLIT** production network is proceeding according to schedule. Already in January and February, the Munich Alkor site took over all of the solid colors and woodgrains with standard embossings, and in the meantime the embossing variants “Nature” and “Nature Trend” have also followed. The company produces all of the products on its existing machinery, which means that over 80 percent of the former Benecke collection could be conveyed to Munich without a machine transfer. The production facilities for the high-gloss collection will be rebuilt from May to autumn 2008. The warehouse volume stockpiled in advance, however, will enable **RENOLIT** to bridge the rebuilding phase without compromise.

RENOLIT AG achieved overall sales of 970 million euros in 2007 and currently employs some 4,300 employees. The annual volume of production spanning all 34 locations amounted to around 300,000 tons of film.

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