

Press release

For immediate release

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Hempel launches new global brand identity

Not content with being one of the fastest growing coatings companies in the world, it seems there's no halting Hempel A/S. After delivering record sales and net profit in 2014, the company has further cause for celebration, as today it launched a new brand identity to mark its drive to offer complete coating solutions for customers.

Hempel's new logo, known as the Helix, symbolises the dynamic layers and motion of mixing coatings, whilst also being indicative of the global, connected company Hempel has become. Overall the new identity has been designed to affirm Hempel's position as an innovative, progressive partner in coating solutions.

The move to integrate all Hempel's visual communications into one consistent style is further evidence of the company's strategy to work and feel as one Hempel, offering customers trusted solutions that deliver the highest level of performance and efficiency.

As the business expands and absorbs new acquisitions and extends into new markets, the importance of one brand around the world becomes even more significant.

Today, Hempel is present in over 80 countries and delivers trusted solutions across the protective, decorative, marine, container and yacht markets, making it a true global powerhouse in the coatings industry.

Hempel Group President & CEO Pierre-Yves Jullien cites growing demand from customers for more integrated coating solutions as a major trigger behind the work.

"The last 10 years have represented a transformation period and the nature of our business has changed dramatically," he says. "The world in which we work has become more connected, and so we have pushed to consistently create value for customers by aligning our solutions and expertise across industries and regions. This is crucial if we are to continue to secure trust and loyalty, and drive greater efficiencies in the way we work."

Malte V. Eggers, Head of Communications at Hempel A/S, agrees: "Our new brand reflects the confident, contemporary and diverse nature of our business, which is no longer defined solely by our marine heritage. Marine, yacht and container coatings continue to be core areas of our business. But we have grown dramatically within the protective industries while also building an impressive profile and presence in decorative coatings. Today, Hempel offers the world a comprehensive portfolio of trusted coating solutions."

The Hempel Foundation, the company's sole owner, will also adopt the new brand identity. This alignment will ensure absolute consistency across all of Hempel's commercial, social and charitable initiatives.

The new identity was developed in collaboration with the global design and innovation consultancy Dragon Rouge. It was launched as part of Hempel's 100-year anniversary



celebrations held at the Copenhagen Opera House on 4 July. Hempel will be rolling out the new brand identity into specific marketing and communications materials from July 2015 into 2016.

For more information, please contact:

Name: Malte V. Eggers, Group Communication Director
Phone: +45 2097 5809
Email: meg@hempel.com