

Media release

Chemistry and Packaging divisions sharpen brand profiles

The CPH Group’s Chemistry and Packaging divisions will in future trade solely under the “Zeochem” and “Perlen Packaging” brands.

Perlen, 5 July 2017 – The CPH Group is to standardize the branding within its Chemistry and Packaging divisions. The Chemistry Division will now trade solely under the “Zeochem” name, while the Packaging Division will use only the “Perlen Packaging” brand. The actions are the result of a broader reappraisal of the Group’s divisional branding strategies.

In view of the new branding policy, changes are also being made to the names of the operating companies within the two divisions. In future every company name will consist of the brand name, the company’s legal form and its geographical location. The renamings should be completed by mid-2018. In the Chemistry Division this entails renaming Jiangsu ALSIO Technology; and in the Packaging Division the renaming affects the present Perlen Converting and ac-Folien companies.

“The two brands of Zeochem and Perlen Packaging are excellently established and positioned in their respective markets,” explains Peter Schildknecht, CEO of the CPH Group. “So by standardizing our divisional brandings, we can further enhance our market impact.”

The planned company names are:

Chemistry

The logo for Zeochem, featuring the word 'ZEOCHEM' in a bold, uppercase, sans-serif font, with a small red dot above the letter 'O'.

Zeochem AG, Zürich
Zeochem L.L.C., Louisville
Zeochem Pte. Ltd., Singapore
Zeochem Co. Ltd., Jiangsu
Zeochem d.o.o., Zvornik

Packaging

The logo for Perlen Packaging, featuring a stylized graphic of two overlapping grey shapes on the left and the words 'perlen packaging' in a blue, lowercase, sans-serif font on the right.

Perlen Packaging AG, Perlen
Perlen Packaging GmbH, Müllheim
Perlen Packaging L.L.C., Whippany
Perlen Packaging Co. Ltd., Suzhou



Contacts

CPH Chemie + Papier Holding AG

Dr. Peter Schildknecht, CEO, +41 41 455 8757, investor.relations@cph.ch

Christian Weber, Head of Corporate Communications, +41 41 455 8751, medien@cph.ch

About CPH

CPH is an internationally active and diversified industrial group which is headquartered in Switzerland. The CPH Group develops, manufactures and distributes chemical products, wood-based paper and pharmaceutical packaging films. The Group and its subsidiaries maintain seven production facilities in Switzerland, Germany, the USA and China. The shares of the Group's holding company CPH Chemie + Papier Holding AG are listed on the SIX Swiss Exchange (ticker: CPHN).

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