

**Integration into Röhm's strong corporate design
German Brand Award 2021 for PLEXIGLAS® molding
compounds advertising campaign**

- **“Black & Bright” campaign presents advantages and features of PLEXIGLAS® with emotion and humor**
- **Campaign for PLEXIGLAS® molding compounds is winner in the category “Brand Design – Corporate Brand” for the successful integration of the advertising campaign into Röhm's new corporate design**
- **PLEXIGLAS® molding compounds for a variety of lighting applications: high freedom of design for functional yet expressive emotional lighting solutions**

Elegant design luminaires, bright floodlights for sports facilities, high-gloss but tough surfaces for household appliances – PLEXIGLAS®, Röhm's PMMA (polymethyl methacrylate) brand, is one of the world's best-known plastic brands and impresses with its diverse properties and application possibilities.

The Molding Compounds Business Unit at Röhm GmbH has promoted the broad spectrum of PLEXIGLAS® molding compounds through its successful international “Black & Bright” campaign for several years. The campaign's motifs have been gradually incorporated into Röhm's corporate design and have lost none of their impact and charm along the way. On the contrary, the humorous and emotionally engaging motifs are a perfect complement to Röhm's strong brand presence. The campaign's success has recently been recognized by the German Brand Award 2021 in the category “Brand Design – Corporate Brand”.

“A visually successful pairing of Röhm and PLEXIGLAS® molding compounds”

Röhm's brand identity reflects the strategic mission of the company, which launched in 2019, to be the leading supplier of methacrylates. The corporate design impresses with strong visual anchors and a clean, streamlined layout with striking colors and bold typography. Integrating the second series of adverts from the Black & Bright campaign for PLEXIGLAS® molding compounds into the new corporate design means that Röhm and the strong PLEXIGLAS® brand complement each other very successfully on a visual level.

“We are proud of being recognized by the German Brand Award 2021,” says a delighted Siamak Djafarian, Head of the Molding Compounds Business Unit at Röhm GmbH. “This continues the success story of our ‘Black & Bright’ campaign, as adverts targeting automotive and household applications have made it onto the list of winners in previous years.”

The German Brand Award is a competition held by the German Brand Institute and recognizes successful brand management in Germany. Its aim is to discover, showcase and award exceptional brands and brand developers and, in doing so, not only promotes its winners but also their respective industries.

One of the latest advertising motifs for lighting applications shows a potter creatively shaping a globe of light with his hands. The message: PLEXIGLAS® molding compounds offer product designers a high level of design freedom, for example in the development of stylish lighting solutions.

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“With this campaign, our focus is not so much on the technical, functional details of our products as it is on enabling an emotional perception of their properties,” says Siamak Djafarian.



Award-winning: The integration of the PLEXIGLAS® molding compounds campaign into Röhm's strong corporate design has been recognized by the German Brand Award 2021 in the category Brand Design – Corporate Brand.



The campaign motif for lighting applications communicates the high level of design freedom that PLEXIGLAS® molding compounds offers designers.

About Röhm

With 3,500 employees and 15 production sites worldwide, Röhm is one of the leading manufacturers in the methacrylate industry. The medium-sized company with sites in Germany, China, the US, Russia and South Africa, has more than 80 years of experience in the field of methacrylate chemistry and has a strong technology platform. Our best-known brands include PLEXIGLAS®, ACRYLITE®, MERACRYL™, DEGALAN®, DEGAROUTE® and CYROLITE®.

Röhm's polymethyl methacrylate (PMMA) products are sold under the trademarks PLEXIGLAS® and PLEXIMID® on the European, Asian, African and Australian continents and under the trademarks ACRYLITE® and ACRYMID® in the Americas.

More information is available at www.roehm.com.