

**Röhm at EuroShop 2020  
Spotlight on shopfitting**

- **PLEXIGLAS® offers versatile and creative solutions**
- **You'll find us at booth 11C40 in hall 11**

PLEXIGLAS® from Röhm offers a number of solutions in the areas of shopfitting, trade-show booth construction, and interior decoration and design. Visitors and customers will have the opportunity of seeing an extensive selection of these at EuroShop 2020.

In these times of e-commerce, the high-street retail trade faces new challenges. Emotions and shopping experiences are important factors for customers opting for the traditional bricks-and-mortar store. Against this backdrop, the Acrylic Products Business Line of Röhm GmbH will present its innovative and inspiring solutions at EuroShop, the leading international trade show for shopfitting, in Düsseldorf in February 2020. The focus will be on the PLEXIGLAS® brand, at once both traditional and innovative, that is now almost 90 years old.

For applications in the areas of shopfitting and trade-show booth construction, signage, and interiors, PLEXIGLAS® offers versatile and precisely tailored solutions allowing the implementation of creative ideas:

- surfaces from high-gloss to silky-matte
- geometries from solid sheets to tubes
- lighting effects from light-guiding to light-diffusing
- color effects from luminescent monochrome to color-changing
- surface qualities from tough to extra abrasion-resistant

Since August 2019 PLEXIGLAS®—the original high-performance acrylic—has been produced by the new company Röhm GmbH under a new owner, Advent International. At EuroShop 2020, the PLEXIGLAS® brand will now be presented for the first time as part of Röhm GmbH.

**About Röhm**

With 3,500 employees and 15 production sites worldwide, Röhm is one of the world's leading manufacturers in the methacrylate business. The medium-sized company with branches in Germany, China, the USA, Russia, and South Africa has more than 80 years of experience in methacrylate chemistry and a strong technology platform. Our best-known brands include PLEXIGLAS®, ACRYLITE®, DEGALAN® and DEGAROUTE®. More information is available at [www.roehm.com](http://www.roehm.com).

**Disclaimer**

Röhm GmbH and its affiliates are a worldwide manufacturer of PMMA products sold under the PLEXIGLAS® trademark on the European, Asian, African and Australian continents and under the ACRYLITE® trademark in the Americas.

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Dr. Hans-Peter Hauck  
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The company is registered in Essen  
Court of registration:  
District Court Essen  
Trade Register HRB 26282