

Brand relaunch: Reorientation, modern corporate design

Bauscher repositions itself and reinforces the brand

Extensive brand relaunch / Repositioning: Creative, innovative porcelain brand with great customer proximity worldwide / Completely revised corporate design / Significant differentiation between the three company areas / Greater internationalisation of the brand

Weiden, September 28th, 2008. New strategy, strong brand, unusual design: Bauscher is reorientating itself, and carrying out an extensive relaunch. The company, part of BHS tabletop AG, will in future position itself as a creative and innovative porcelain manufacturer with great customer proximity worldwide. The new strategy of investing in the brand, strengthening it and increasing customer loyalty with innovative solutions is shown in a modern, completely revised corporate design that flows through all communication channels and will alter the image of the brand in the long term. The new face, which will be presented for the first time at the Hogatec show in Düsseldorf, represents Bauscher moving ahead with the internationalisation of the brand.

Professional brand management as a wealth-creation process: As one of the first brands in the B2B area, Bauscher is implementing this strategy consistently and attempting to establish a clear competitive edge for itself compared to the global competition as a pioneer. Consequences of the new orientation: The entire external appearance will change from the ground up – above all the logo and the slogan. The catalogues, tradeshow stand and all other communication materials have been completely revised. The product portfolio will also be developed further consistently in accordance with the new positioning.

"We have reorientated the Bauscher brand strategically, not just given it a visual make-over," explains Jelena Jenzsch, Marketing Manager at Bauscher. "It is only by having a fresh, modern and innovative brand, and by paying respect to its many years of tradition at the same time as leading the brand expertly into the future that we will be able to achieve the ambitious aims that we have set for ourselves in the coming years: pushing ahead with expansion, reinforcing the brand potential and significantly increasing sales."

New slogan: "Porcelain for tomorrow - since 1881"

The new logo comprising a word mark and a picture mark has more meaningful impact, it is also clearer and more striking than before. The addition of "Germany" establishes a reference to the location in Germany, which is associated with a promise of quality that is understood worldwide. The future slogan, "Porcelain for tomorrow - since 1881" expresses the strengths of the brand – innovative potential, creativity, tradition – comprehensively and succinctly. In this way, the positioning of the brand as an international, creative and innovative trendsetter for high-quality pro-



fessional porcelain will be developed further. Bauscher is intending to differentiate the three company areas – hotels/gastronomy, large-scale catering and hospitals/care homes – more clearly than before and express this in its communication. Icons and colours will set them apart visually from one another in future, whilst they will be presented as equivalents to one another in external representations.

A standard catalogue for each area of the company

The brand is also taking a new approach in presenting its products: in future, these will be specific to target groups, increasing customer proximity. The products will be presented in a uniform and clear way in one catalogue for each area of the company, thereby making them accessible to each customer target group.

We will be delighted to send you image material and the new Bauscher logo via e-mail on request.

For more information:

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