

## **PRESS RELEASE**

### **Nolte Holzwerkstoff under a new flag**

#### **The Germersheim chipboard manufacturer positions itself under the "Rheinspan" brand**

**Germersheim, October 20, 2017 +++ Headquartered in the Rhineland-Palatinate town of Germersheim, the chipboard manufacturer Nolte Holzwerkstoff will focus on its "Rheinspan" brand as the centre of its public image in the future. To this end, the logo, company website as well as all business correspondence supplies and image brochures of the medium-sized enterprise be subjected to a relaunch. At centre stage of the clearly structured new corporate design is a compact text & graphic brand logo.**

"Our new company logo shows clearly squared edges and the two different font type styles create an exciting contrast. The text is supplemented by a foundation of three bars located below which resemble our end product: chipboard. This stack of chipboard literally underscores the company name" states Managing Director Alexander Kolb as he describes the concept behind the new word & image branding. "In an abstract way, the three bars likewise symbolise the three layers that compose particleboard: lower layer, core and cover sheet." The logo colour – which is simultaneously the new company colour of Nolte Holzwerkstoff – hints at the natural colour of chipboard and lends a warm, harmonious colour contrast to the black of the text. The bar graphic elements and the new company colour will be picked up in other company media.

#### **Optimised for mobile devices and clearly structured**

The company website of Nolte Holzwerkstoff has also received a new, transparent and modern coat of paint. Large format photographs taken of production at the plant site engage site visitors emotionally and give insight into the workings of the company. The core elements here are likewise the new company colour and the bar elements from the logo that are reminiscent of chipboard. Constructed to give users an overview and optimised for mobile end devices, it meets the requirements of contemporary digital usage. "The initial feedback about our new design and the modernised website has been all-around positive", says Alexander Kolb. "We also revised the content of our web presence and defined more precisely our positioning in the market. We are the only industrial manufacturer of particleboard that is not limited to just standard dimensions. That enables us to offer special solutions tailor-made to fit our customers' needs." The new web presence has



been online since the 17th of October 2017 under the previously registered domain:  
[www.rheinspan.de](http://www.rheinspan.de).

In 2016, Nolte Holzwerkstoff separated from the Nolte SE group of companies (including Nolte Möbel et al.) and has operated autonomously ever since under the direct management of the Nolte family. This restructuring provided the opportunity to reorient the entire company web presence from top to bottom to the "Rheinspan" brand name.

### **About Nolte Holzwerkstoff**

As the oldest active chipboard manufacturer in the world, Nolte Holzwerkstoff has over 65 years of experience in the industrial manufacture of chipboard panels that are known and respected by industry and trade throughout Europe. The first chipboard was produced by Nolte Holzwerkstoff in 1951 in Rheda-Wiedenbrück, Germany. The company has been headquartered in the Rhineland-Palatinate town of Germersheim since 1973. Nolte Holzwerkstoff develops and produces chipboard under the brand name "Rheinspan" for many diverse customer requirements. The family-owned company is now in its fourth generation of management and its production is not restricted to certain standard dimensions, rather, it is flexible in regards to both dimensions and cuts. Working jointly with customers in this way, tailor-made special solutions can be developed. At this time, the Nolte Holzwerkstoff plant site in Germersheim employs approximately 200 workers.

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