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New corporate identity for the CHT Group

At the beginning of April 2017, the worldwide operating “Hidden Champion” for specialty chemicals presents its new corporate identity and its new company appearance to the public for the first time. In the future, the Group of companies will operate uniformly worldwide under one umbrella as the CHT Group.



In the past, more than 60 years since its founding, the Group headquartered in Tübingen has grown to more than 20 companies worldwide, which implied a great variety of company names. In addition, a combined logo consisting of two company names, CHT and BEZEMA was chosen a few years ago, which became increasingly confusing and was no longer up-to-date. A uniform appearance for all branch offices and the entire Group of companies had to be created.

Dr. Frank Naumann, CEO, gave a clear direction for the repositioning: “It must allow a clear and unambiguous communication. Furthermore the reputation like thunder clap, which the CHT Group has developed as a specialist for textile chemicals, has to be transferred to other market segments, too.” To achieve this, the CHT Group worked out the central elements of a successful market presence including brand core, positioning and its own strengths.

The target of this new company appearance is to further strengthen the market activities and to act as a modern, forward-looking and above all uniform Group of companies. The new logo provides more clarity and with the slogan “Smart Chemistry with Character”, the CHT Group gives the brand a convincing promise, which business partners can count on.

In order to address customers and the public in a better way, a simplified brand structure with three sub-brands was created under the umbrella of the CHT brand: Textile Solutions, Industry Solutions and Science & Service Solutions.

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Textile Solutions is the new CHT brand for textile auxiliaries, textile dyes and the textile care range. In the future, the global marketing and communication activities for colourants and pigments will be bundled and strengthened with the brand "Bezema Colour Solutions" together with dyeing and printing auxiliaries. The subsidiary in Switzerland will continue to be the competence centre of textile dyes throughout the CHT Group.

Industry Solutions is the new CHT brand for marketing all offers and services in the "non-textile" market segments. These include the Material Solutions for the silicone elastomers, the Consumer Care Solutions as well as Leather Solutions, Paper Solutions, Paints & Coatings Solutions and the Mineral Building Solutions for our building applications.

Science & Service Solutions is the new brand under which the strong CHT services will be further expanded and positioned. CHT wants to support its customers in research and development, product safety and analytical services. The consultancy of brand and retail management is also positioned under this brand.

As a further component of the new corporate identity, a distinctive image language will be used and a clear positioning will be carried out with "YES and NO statements". The CHT Group clearly explains what it stands for and what for it doesn't. It provides a clear communication what employees, customers and business partners can expect.

The new corporate identity will be introduced worldwide in the upcoming months.

The CHT Group

The CHT Group is a medium-sized global player in specialty chemicals and is active worldwide in development, production and direct sales. The CHT R. Beitlich GmbH in Tübingen is the Group's headquarter.

The products improve the quality, functionality and performance of textiles, building materials, paints, coatings, paper, agrochemicals as well as cleaning and care products in the consumer goods industry.

By bundling the strengths of the entire Group, innovative products, applications or processes are constantly being developed. Highly qualified specialists work in top equipped laboratories for development, analysis and application engineering in order to work out ideas and solutions that meet the most modern requirements.

The CHT Group with its own production and sales locations is represented by more than 20 independent companies worldwide. In the financial year 2016, the CHT Group generated a group turnover of 420 million Euro with around 1,900 employees. For more information, please visit our website at www.cht.com.

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