

Press Release

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BeSoEFFECTIVE - the New Brand & Retail Communication of the CHT Group

Nowadays, active people expect that their textiles not only look good and fit comfortably but that they additionally withstand every situation and have a long lifetime. The CHT Group, a worldwide supplier of textile chemicals, offers a wide range of functional and sustainable effects for this field. These effects meet all of the textile requirements - thus they are real "Smart effects with character".

CHT has an innovative product portfolio which deviates from standard products and meets therefore all of the demands. With the new brand name "BeSo" ("Best Solution") ten current effects are at the start. As the functionality is in the focus, the brand name is supplemented correspondingly. This results in a clear structure of the CHT range of effects: BeSoCOOL stands e.g. for a textile finish with temperature control properties.

Each effect communicates visually with concise and symbolic imagery. This type of text and image communication focuses on product performance and benefits in a clear and emotional way. Each consumer knows exactly what he or she purchases. The icons support this by showing the benefit at a glance.

Besides high quality effects, dyestuffs and chemical solutions, the CHT Group stands for sustainability and global service, which is expressed in our daily expertise. The Brand & Retail Service is a competent partner and consultant to the brands of the textile market.

With the uniform brand identity and the successful integration of the new concept into the existing corporate communication the activities on the market are to be strengthened furthermore and a modern, future-oriented appearance of the group of companies is to be achieved.

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About the CHT Group

The CHT Group, a medium-sized global player for speciality chemistry, is worldwide active in development, production and sales. CHT Germany GmbH in Tübingen is the headquarters of the group of companies which focuses on sustainable chemical products and process solutions.

TEXTILE SOLUTIONS of CHT improve the quality, functionality as well as look and purity of textiles and optimise their manufacturing processes.

In the fields of silicones, building materials, paints, coatings, paper, agrochemicals as well as cleaning and care products innovative products and process solutions are provided by INDUSTRY SOLUTIONS.

By bundling the strengths of the complete group further innovative products, applications or processes are permanently developed and vast technical support is offered within the SCIENCE & SERVICE SOLUTIONS. Highly qualified specialists work in state-of-the art laboratories for development, analytics and application technique in order to work out ideas and solutions that meet the latest requirements.

The CHT Group with its own production and sales locations is represented by more than 29 companies worldwide. In the financial year 2017, the CHT Group generated a group turnover of 456 million Euro with around 2,200 employees.

For more information please visit us at www.cht.com

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