

Press Release

November 2019

BeSoEFFECTIVE communication concept of the CHT Group is honoured with the GWA Effie Award 2019

Since 2018 the CHT Group has broken new ground in communication with BeSoEFFECTIVE. Complex chemical interrelations are translated into simple and hardly technical words in combination with stylistically clear pictures.

The Best Solutions "BeSo" were specifically tailored to the communication with the target group of textile brands and retailers and do therefore not only appeal classic B2B clients but are also visible and comprehensible for end consumers of textile goods.

The agency RTS Rieger Team from Leinfelden-Echterdingen that had already supported the new brand identity of the CHT Group in 2017 assisted CHT again in developing and creating the BeSoEFFECTIVE concept.

One year after its publication, the communication concept has now achieved great success. BeSoEffective was honoured with the GWA Effie Award 2019 in bronze in Frankfurt am Main on 14th November.



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Since 1981 the Effie has been awarded for efficiency in marketing communication by the Gesamtverband Kommunikationsagenturen GWA (general association of communication agencies). It's not exclusively the convincing look or content of campaigns that is honoured by the jury of experts with the GWA Effie Award but it's rather the proven success and efficiency of such ideas and campaigns. By using the BeSoEFFECTIVE communication the CHT Group has so far increased the brands' & retailers' demand for innovative effects by about 30 %.



BeSoEFFECTIVE Folder and Hang-Tags

All benefits regarding the performance and sustainability of textiles finished with CHT products are put in a nutshell by BeSoEFFECTIVE. The brand promise BeSo ("Best Solution") is supplemented by an effect name deriving from the corresponding functionality – BeSoCOOL, BeSoFRESH or BeSoSMOOTH. Thus, each effect of the portfolio is given a uniform yet individual branding and a clear structure. The functionality of each effect is supplemented by pronounced and symbolic pictures which visually stress the benefits.

Eric Knehr, Head of Brand & Retail Service of the CHT Group states: "To us it's of utmost importance to speak our target group's language. Therefore, our BeSoEFFECTIVE campaign focuses on a clear communication with unique pictures and a uniform effect branding. Our customers' positive reactions and this award prove, that our strong concept optimally supports our daily work as well as market and customer demands. However, it also puts the excellent performance of our innovative and sustainable effects into the right light."

More information can be found under www.cht.com/beso

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 25 companies worldwide. In the financial year 2018, the CHT Group generated a group turnover of 513 million Euro with around 2,184 employees.

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

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