

December 2021, Kottlingbrunn/Austria

Change of brand strategy for the WITTMANN Group

The WITTMANN Group has decided to change its previous brand strategy, transforming it from a two-brand strategy into a one-brand strategy, with the aim of communicating its advantage of being able to offer complete system solutions from a single source via the brand as well.

With the integration of Battenfeld machines into the extended product portfolio of the WITTMANN Group, the company has so far consistently pursued a two-brand strategy in its external appearance: WITTMANN for all products around injection molding machines and WITTMANN BATTENFELD for injection molding machines and injection molding processes. To highlight the significance of the injection molding machine for the future development of the company, the brand name WITTMANN BATTENFELD was originally chosen, preferred and used deliberately in communication.

In recent years, though, the Group's competitive edge of being able to offer "complete solutions from a single source" has gained substantially in significance. In due consideration of this development, the "one-stop-shop" advantage is now to be given special emphasis by a uniform brand designation and color scheme for the entire product range.

This is why the WITTMANN Group has decided to use the WITTMANN logo for all of its advertising activities and product lines in future.

The change of its external appearance is to start on 1 January 2022 and to be completed by the K trade fair in October 2022.

There will be no changes in the organization of the companies within the WITTMANN Group. All company names will be left unaltered by the brand strategy change.



Fig. 1: Michael Wittmann, Managing Director and CEO of the WITTMANN Group



Fig. 2: Uniform Logo for all product lines of the WITTMANN Group

The WITTMANN Group

The WITTMANN Group is a globally leading manufacturer of injection molding machines, robots and auxiliary equipment for processing a great variety of plasticizable materials – both plastic and non-plastic. The group of companies has its headquarters in Vienna, Austria and consists of two main divisions: WITTMANN BATTENFELD and WITTMANN. Following the principles of environmental protection, conservation of resources and circular economy, the WITTMANN Group engages in state-of-the-art process technology for maximum energy efficiency in injection molding, and in processing standard materials and materials with a high content of

recycles and renewable raw materials. The products of the WITTMANN Group are designed for horizontal and vertical integration into a Smart Factory and can be interlinked to form an intelligent production cell.

The companies of the group jointly operate eight production plants in five countries, and the additional sales companies at their 34 different locations are present in all major industrial markets around the world.

WITTMANN BATTENFELD pursues the continued strengthening of its market position as a manufacturer of injection molding machines and supplier of comprehensive modern machine technology in modular design. The product range of WITTMANN includes robots and automation systems, material handling systems, dryers, gravimetric and volumetric blenders, granulators, temperature controllers and chillers. The combination of the individual areas under the umbrella of the WITTMANN Group enables perfect integration – to the advantage of injection molding processors with an increasing demand for seamless interlocking of processing machines, automation and auxiliaries.

Contact:**WITTMANN BATTENFELD GmbH**

Wiener Neustädter Strasse 81

2542 Kottlingbrunn, Austria

Tel.: +43 2252 404-1400

gabriele.hopf@wittmann-group.com

www.wittmann-group.com