

3A Composites Core Materials Division launches new brand name and visual identity

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3A Composites Core Materials Division is strengthening its branding; the Division's name, which previously operated as AirexBaltekBanova, introduces a new visual identity under the Core Materials new brand name: 3A Composites Core Materials.

„The new brand scheme embodies exactly the spirit of our Division's corporate and sustainability strategy: we strive to create green products that help our customers to become more energy efficient and positively impact the environment. As a company, we plan to cut our carbon footprint significantly by 2020. The new logo links altogether all these elements under the slogan: the future is greener, and at the same time materialises our Group's strength that symbolises our common belonging“, said Roman Thomassin, CEO of 3A Composites Core Materials.

„We wanted to create a new brand identity and logo to reflect our sustainability compromise to the market, our clients and all our stakeholders“, said Eric Gauthier, President of Global Key Accounts of 3A Composites Core Materials.

The brand architecture for 3A Composites Core Materials has been revised for better integration within a common visual identity for the entire Division. The new branding scheme further enhances the individual Core Materials Product's brands, AIREX® and BALTEK®. As endorsing master brand, 3A Composites Core Materials reinforces the AIREX® and BALTEK® Products' brands.

This new image clearly illustrates the progress the Core Materials division has made in bringing all its business strategy and stakeholders together to create a stronger, lighter, and greener future.

The new brand and identity will be progressively implemented across the Division from today with the launch of the new Core Materials website: www.3ACcorematerials.com, and will be presented this week at the China Composites Expo 2018 in Shanghai – the largest and most influential composite trade show in the Asia-Pacific region.

About 3A Composites Core Materials

3A Composites Core Materials is a global organizational unit within the 3A Composites Group, a part of Schweiter Technologies (SIX Swiss Exchange: SWTQ), with operations in Europe, the Americas, China and Papua New Guinea.

Stronger, lighter, greener future

3A Composites Core Materials is a global leader with the broadest portfolio of high-performing and sustainable core materials with main focus on PET foam and balsa wood. We are the pioneers in sandwich technology with more than 75 years of experience.

Since the very beginning our focus has been developing strong and solid, yet lightweight core materials, which allow manufacturing more durable, sustainable and energy-efficient end products for our customers. Our products have also the purpose: to create a stronger, lighter and greener future.

We have innovation deeply planted in our core

Each of our products is a result of profound expertise and advanced thinking of our engineers, working in partnership with our customers and leading experts and research institutes. We shape the industry trends and keep our offer at the cutting edge of technology.

We want to make the industry greener

Our commitment to sustainability is deeply ingrained in all aspects of our business, from developing sustainable products to protecting the natural environment and cultural heritage of the communities we work in.

For further information please contact

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