

Exolon Group NV · Wakkensesteenweg 47 · 8700 Tielt · Belgium

# Makrolon® polycarbonate solid sheets from 1 July 2021 Exolon® made of Makrolon®

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Subject Brand change for solid sheets: Makrolon® becomes Exolon®

Contact Thorsten.Jung@exolongroup.com

Dear Sir or Madam,

We're ready for the next brand change – are you? Following on from the successful launch in May 2021 of Exolon® multi UV, our new multi wall sheet brand, the new brand for our solid sheet range:



will be available to the market from 1 July 2021.

This brand update is a continuation of our comprehensive brand change campaign.

#### The Excellence Continues:

Exolon Group is THE company in Europe that has produced, distributed and made Makrolon® polycarbonate solid sheets known to the market for many years. Makrolon® will now take its leave from the sheet market and make way for Exolon®, with the tagline "made of Makrolon". Only the name will change. We will continue to stand for excellence in quality, service and safety.

**Quality:** We use only high-quality polycarbonate raw materials to produce our solid sheets, in order to ensure and further develop the production quality and surface excellence with which you are familiar. The consistently high quality of our products is a result of our many years of extrusion expertise, comprehensive quality management and our DIN ISO 9001-certified production processes.

Commercial Register RPR Gent Department Bruges 0425026680 VAT no.: BE 0425.026.680



**Service:** We're here for you. Whether technical service, customer service or sales. We are here to advise and assist you, whether in product selection, during the bidding phase, ordering, complaints or price negotiations. All contacts within the Exolon Group remain the same and we are happy to answer any questions you may have about the products

# We know what's important: SAFETY and consistent QUALITY.

With our Exolon® solid sheets, you are always on the safe side. Whether fire classification according to DIN EN 13501, CE marking EN16240, light transmission values measured according to DIN 5036 or impact strength classification, with us, safety is assured. Professional service, expertise and prompt response to customer requirements, make us a reliable partner for industry, processors, OEMs and building owners.

# The most important changes to the product:

#### **Product names:**

We will retain the familiar product names for solid sheets. Example:

OLD	NEW
Makrolon® GP	Exolon® GP
Makrolon® UV	Exolon® UV

#### New brand: The new, re-named Exolon®:



Clear lines. No frills. Modern appearance. The logo is highly recognisable with our long-standing and high-quality product range. The adapted protective film reflects the new red logo in the layout and is supplemented with the tagline "made of Makrolon®".



#### Exolon® documentation is just a click away.

From mid-June, warranties, data sheets and brochures can be downloaded from our website www.exolongroup.com. If you are having difficulty finding something, please do not hesitate to contact us. Would you like to advertise Exolon® solid sheets on your website, price lists or documentation? Then please contact our Marketing Communications Department. Ms Nicole Meyer-Kurczyk, nicole.meyer-kurzcyk@exolongroup.com will be happy to assist you.

#### Can I continue to use the Makrolon brand?

The Makrolon® brand is a registered trademark and owned by the Covestro Group. The brand is still used for the polycarbonate raw material. However, it will disappear from the sheet sector. If you still have Makrolon® sheet goods in stock, you may use the material and logo until your stock is used.

# Use of "Made of Makrolon®"



On the basis of a co-branding agreement with Makrolon® Covestro, we are permitted to use this tagline. This logo must not be passed on to third parties.

You can describe our product in your sales text as follows: Exolon® GP made of Makrolon® is a polycarbonate solid sheet with....

The following information must then be included in your documentation: Makrolon® is a registered trademark owned and licensed by the Covestro Group.

### Have we convinced you?

Then we are looking forward to supporting you in the changeover of your solid sheet range. The brand will continue to develop, but your contacts in sales, technical service and customer service will remain the same and will continue to be happy to advise you.

Thank you

Yours faithfully,

**Exolon Group** 

Thorsten Jung Head of Sales & Marketing, Business Development