

## **New brand protection campaign for PLEXIGLAS®**

- **PLEXIGLAS® – The Original from Röhm**
- **New campaign to further sharpen the PLEXIGLAS® brand identity**
- **A dynamic and informative presentation**

Almost everyone has heard of PLEXIGLAS®. But not everyone knows that there is only one original PLEXIGLAS®: the brand-name acrylic glass from Röhm with its unique properties and a tried and tested feature of countless applications for decades.

A new digital brand campaign is now being launched for PLEXIGLAS® with this clear message. Core elements include a dynamic video and a specially developed Internet landing page, all of which further sharpen the PLEXIGLAS® brand identity with an attractive touch.

The video clip consists of an emotive and dynamic sequence depicting the many different fields of application for PLEXIGLAS® – from innovative architectural elements and underwater worlds to creative lighting applications.

The online presence shows the original acrylic glass in more detail, illustrates the history of PLEXIGLAS® since the 1930s and provides information about the various fields of application and product groups. A “Did you know ... ?” section also reveals fascinating and surprising facts about PLEXIGLAS®. The pages are rounded off by a white paper summarizing all the essential information about Röhm’s brand-name acrylic glass. Regular posts in social media channels such as LinkedIn accompany and support the brand protection campaign.

“With our new campaign, we are once again making it unmistakably clear that there is only one original PLEXIGLAS®, namely Röhm’s brand-name acrylic,” explains Falk Majert, Head of Acrylic Products business unit at Röhm.

The campaign starts on 13/08/2020 and is scheduled to last eight weeks.

*To the campaign*

### **About Röhm**

With 3,500 employees and 15 production sites worldwide, Röhm is one of the world’s leading manufacturers in the methacrylate business. The medium-sized company with branches in Germany, China, the USA, Russia, and South Africa has more than 80 years of experience in methacrylate chemistry and a strong technology platform. Our best-known brands include PLEXIGLAS®, ACRYLITE®, DEGALAN® and DEGAROUTE®. More information is available at [www.roehm.com](http://www.roehm.com).

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