

Rhein Chemie Rheinau GmbH

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Mannheim, Rhein Chemie shows its colors in Mannheim

New look on billboard posters in the city / Start of global brand campaign

Mannheim – Rhein Chemie Rheinau GmbH is giving itself a fresh image: FOCUSING ON MANNHEIM. FOR A WORLD IN MOTION. That is the message that will appear on various billboard posters in the city from today. The dynamic motifs express innovative solutions through which Rhein Chemie keeps the world in motion, for example in the aviation, automotive and mechanical engineering industries.

“With our new campaign we highlight the fact that Mannheim remains central to our plans. We are committed to the location where Rhein Chemie was founded 122 years ago,” said Dr. Anno Borkowsky, Managing Director of Rhein Chemie. “At the same time we want to grow further as a globally aligned group – both in Mannheim and worldwide.”

Rhein Chemie has 10 production sites in nine countries. Only last month, Rhein Chemie announced the acquisition of Darmex S.A. in Argentina, a leading manufacturer of release agents and bladders for the tire industry.

The new billboard posters mark the start of a global brand campaign. Rhein Chemie has also adopted the look of the new campaign in its Internet.

About Rhein Chemie

Rhein Chemie develops, produces and sells additives, specialty chemicals and service products for the rubber, lubricant and plastics industries. In fiscal 2009 Rhein Chemie achieved sales of EUR 226 million with approximately 800 employees worldwide. The company is headquartered in Mannheim,

Germany and has production facilities in Europe, Asia and North and South America. Rhein Chemie is a wholly owned subsidiary of the specialty chemicals group LANXESS, Leverkusen, Germany.

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Forward-Looking Statements

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