

Trosifol Newsletter October 2016

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October 2016

Trosifol® premieres new brand strategy at "glasstec 2016" in Düsseldorf

Trosifol® made a major impact in the first showing of its new, unmistakable Corporate Design to partners and customers at "glasstec 2016" in Düsseldorf. The Trosifol® umbrella covers three strong brands - Trosifol®, SentryGlas® and Butacite® - with a shared and forward-looking market appearance and a fully reconfigured image. The unified business offers the world's biggest product portfolio of laminated safety glass films. The impressive new Corporate Design is the visible expression of the successful integration process. "It was important for us to select the best of both worlds and develop these further," says Johanna Krauthauf, who as a member of the project management team helped to shape the integration process.

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Fashion show at Trosifol®'s customer event



The fair stand as such visibly underscored the architectural aspirations yet the highlight at "glasstec 2016" was the customer event. Under the motto "Blue Carpet," Trosifol® products were presented on stage in sensational futuristic costumes. More than 430 guests were witness to an overwhelming light and fashion presentation in which ten models showcased Trosifol® products in an unforgettable ambience. After all, creativity will be an important factor in future talks with customers. And this includes demonstrating how much creative effort a film manufacturer can apply to something so different as fashion.

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What is the next project you are dreaming of?



This is a question raised by Trosifol® in a new brief presentation of the umbrella brand. In a short video, part real, part animated, ideas are explored and potentials tapped. These ideas and potentials are in some cases already possible with Trosifol® or simply waiting to be executed. "Creativity" is the leitmotif of the video and Trosifol® proposes providing the necessary support. An opportunity for inspiration: Trosifol - World of Interlayers

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New Trosifol® website well received

Kuraray sharing in the campaign "Doors open" of the German TV series "Sendung mit der Maus"



Even before “glasstec 2016,” the new Trosifol® website had gone online. The new shared product line-up is vividly presented in the new Corporate Design under the Trosifol® umbrella brand. Here, too, designers, architects, construction engineers and glass processors will find all the important documentation they need in the form of case histories, videos, information on the manufacture of laminated safety glass films. Drop in at:

[» www.trosifol.com](http://www.trosifol.com)



The idea behind the campaign is to open up doors, otherwise closed to both big and small "mouse fans," to reveal things of interest. Kids and their parents got to know the company a little more closely. The Troisdorf location employees explained the production of Trosifol® films for laminated safety glass and the various quality assurance testing procedures.

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Trosifol® Website



Customer-Login



Contact

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