

New Colour Competence Center: ROMIRA makes the world more colourful

Pinneberg/Germany, August 24th, 2015 - ROMIRA is bundling its competencies: To meet the ever more demanding requirements of the plastics industry and the market, particularly in the automotive sector, ROMIRA has decided to optimise its organisational processes within the Group. For this reason, the company is opening the new Colour Competence Center on 1st July under the leadership of Dipl.-Chem. Julia Paul.



ROMIRA will then be able to offer its customers the best possible service and to fulfil challenging product requirements to their complete satisfaction. ROMIRA will be able to develop customer-specific solutions in close cooperation within the ROWA Group, particularly with ROWA Masterbatch and ROWASOL. All products can be flexibly adapted and customised to individual requirements. With the assistance of the Colour Competence Center, the company will be able to contribute its entire corporate know-how to every colour development and to address all future challenges.

Employees in the Colour Competence Center will receive regular training so that they are equipped to deal with the continuously increasing requirements. Colour training for colouristic and technical fields as well as for internal and external sales will be carried out at regular intervals. Particularly in the fiercely competitive automotive sector, exact colour matching of the various materials is extremely important. In earlier times, everything was rather monotonous and wildly thrown together, whereas the aim nowadays is exact visual matching. The colour shade of the plastic should match that of the carpet,

the carpet should match the leather, and the leather the headliner. The basic colour shade should remain as harmonious and homogeneous as possible under all exposures to light and situations. This applies equally to all other application fields because the visual impression as well as the technical properties are decisive purchasing criteria. The appearance must be of high-quality and stylish so that it awakens emotions and promotes the customer's willingness to purchase. The colour design is playing an increasingly important role here.

ROMIRA's product portfolio reflects the wide range of possible applications. It is the specialities, in particular, with which the company has established itself on the market.

ROMIRA is looking forward to working together with its partners to make the world more colourful.

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Text approved - Specimen copy requested

About the ROMIRA GmbH:

The ROMIRA GmbH was founded in 1990 and is an affiliated partner within the ROWA GROUP. As part of this strong combine, we set standards for technical plastics with our profound competence and synergetic know-how.

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PRESS RELEASE

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