

Press Release

Höhr-Grenzhausen, 09.04.2018

Steuler Linings

One company – One brand – One logo

As part of the process of simplifying its corporate communications message, the Steuler Group has decided to rename the corrosion protection division to "Steuler Linings".

A new logo has also been developed and an agency commissioned with developing a structured design orientation for the corporate image.

The reason for this is the decision to place greater focus back on the actual core of the Steuler family business and thus its association with the company group through the overarching Steuler brand - it has, after all, a well-defined and characteristic image. The Steuler signet represents a name and indicates explicit affiliation with the family company.

STEULER | Linings

The newly christened „Steuler Linings" division fuses the Surface Protection Linings, Refractory Linings, Plastic Linings, Pool Linings divisions to create a specialist linings technology company.

Each of the divisions constitutes a specialist department within the "Steuler Linings" brand while at the same time realising mutual synergies more effectively and expressing this in the new slogan.

The Steuler Group of companies operates worldwide with a portfolio of leading brands and innovative technologies in the fields of Linings, Equipment Engineering/ Environmental Engineering and Tiles. Founded in 1908, the midmarket company today employs over 2,500 employees at 25 locations around the world. www.steuler.com

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