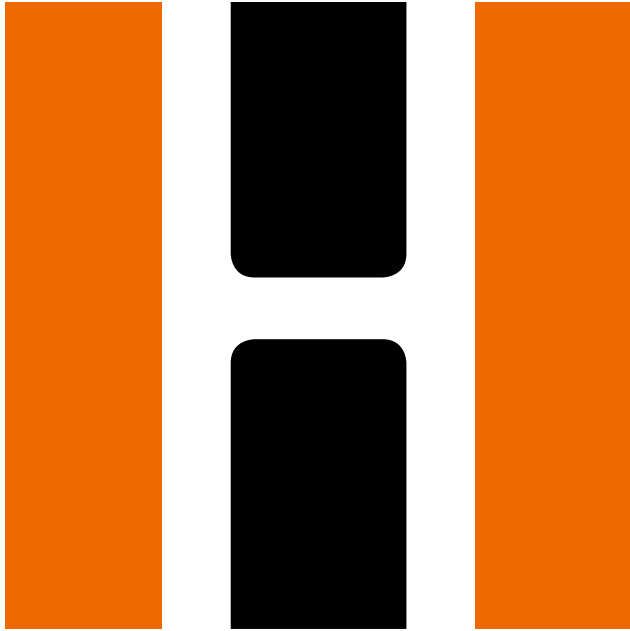


HOLZHER

gains even
more profile

We have
a new brand



HOLZHER

“HOLZ-HER is a brand that represents a high degree of engineering skills. We are pleased to be facing a promising future with this traditional company.”

Wolfgang Pöschl, Chairman WEINIG AG



HOLZ-HER has since April this year been part of the WEINIG Group, the world leader in solid wood processing. With HOLZ-HER, the Group has, as well as solid wood processing, established another independent business area, wood composite processing. A new, modern and clear brand appearance clearly indicates the new start as well as the company's independence but still includes the long-standing HOLZ-HER tradition.

Welcome –
to the new HOLZ-HER GmbH

The colour style elements orange, black and white were adopted in their entirety for our new logo. These elements form the body of the central “H”. The internationally renowned word brand HOLZ-HER is emphasized even more under the picture brand than was the case before. The format shows that it belongs to WEINIG.

“Holz her” was what carpenters would shout to their colleagues when carrying out roof work. It gave the company its brand name in 1925, it inspires it and has been motivating its employees to produce the highest standards for over eight decades. The new, understandable and dynamic implementation of the brand appearance has also been designed for the long term. The new logo stands for HOLZ-HER’s high level of technical competence and emphasizes our claim to be the top provider in our market sector.

This means for all of us, the obligation to offer the most innovative products of the best quality at an attractive price/quality ratio, worldwide.

“The new word-picture- brand is an important element in the discovery of new markets and strengthens our position in the existing markets.”

Frank Epple, Managing Director HOLZ-HER GmbH



AUGUST TO OCTOBER 2010

JULY 2010

MAY/JUNE 2010

- Development of the new logo
- Worldwide patent applications for the word-picture-brand
- Internal and external presentation of the new brand
- International press releases
- Start on the new architectural signs
- Basic equipment, signing and advertising for the international sales companies and specialist dealers

So it continues –
our timetable up to the LIGNA



MAY 2011

NOVEMBER 2010 TO MAY 2011

OCTOBER 2010

- First international appearance of the new brand at the Basle trade fair and the HOLZHER in-house exhibition in Nürtingen
- Complete conversion of all internal and external documents to the new trademark
- End of the rollout of the new trademark

"The highly expressive trademark perfectly shows the company's great power and sovereignty."



Stefan Krebs, Marketing Director HOLZHER GmbH

Examples for the use of the new logo





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