

PLEXIGLAS® molding-compounds campaign honored with German Design Award

February 28, 2019

- PLEXIGLAS® molding compounds shape the design of many automotive elements
- Black & Bright campaign connects on emotional level to show advantages and properties of PLEXIGLAS®
- Winner in the category “Integrated Campaign and Advertising”

Contact person specialized press
Thomas Kern
Global Communication
Molding Compounds
Performance Materials
Phone +49 6151 18 3071
Fax +49 6151 18 84 3071
thomas.kern@evonik.com

Deep black, high-gloss pillar panels, powerful red rear lights, bright headlights – all made possible by the special properties of one of the world’s best-known plastic brands: PLEXIGLAS®.

The manifold options provided by PLEXIGLAS® molding compounds in automotive construction have been highlighted in an international campaign which began in 2017. The campaign has made Molding Compounds a winner in the “Integrated Campaign and Advertising” category of the German Design Award.



Caption:

Winner: Black & Bright campaign of PLEXIGLAS® Molding Compounds is the winner in the category “Integrated Campaign and Advertising”

The German Design Awards are the international premier prize awarded by the German Design Council. Its goal: to discover, present, and honour unique trends in design. Every year, high-

**Evonik Performance
Materials GmbH**
Rellinghauser Straße 1-11
45128 Essen
Germany
Phone +49 201 177-01
Fax +49 201 177-3475
www.evonik.com

Supervisory Board
Dr. Harald Schwager, Chairman
Managing Directors
Johann-Caspar Gammelmin, Chairman
Dr. Michael Pack
Magdalena Wagner
Rainer Wobbe

Registered Office Essen
Register Court
City Local Court Essen
Commercial Registry B 25779

calibre entries in the fields of product and communication design are honoured, each of which blazes new trails in the international design landscape. “The goal of our campaign is to increase our visibility even further in the market and to raise our profile among decision makers in the automotive industry,” explains Siamak Djafarian, head of Molding Compounds in Evonik’s Performance Materials Segment. “Our appeal connects on an emotional level and we are delighted that this approach has been so well received – not only by the jury of the German Design Award, but also by the automotive industry itself.”



Caption:

Siamak Djafarian, head of the Molding Compounds Product Line is delighted that the Black & Bright campaign has been received so well. Source: Rat für Formgebung / Photo: Lutz Sternstein

Emotions to the fore

In the Black & Bright campaign, the technical details take a backseat role, and campaign managers instead opted to convey the special features of PLEXIGLAS® on an emotional level. The ad motifs highlight the advantages of PLEXIGLAS® in a humorous manner. One of the five motifs for automotive applications shows an elegantly dressed woman applying her lipstick using her reflection. The trick: Her mirror is a raised motor hood which looks like a black grand piano. “Our molding compounds are used

as injection-molded automotive body parts. They are jet black and high gloss – just like a piano finish,” says Djafarian. The motifs are published in leading European trade journals serving the plastics and automotive industries and these are supplemented by specialist articles and case studies in various other publications.

“With its many and varied properties, our PLEXIGLAS® brand molding compounds stand for experience, performance, reliability, inspiration and emotion, and they provide impulses for ideas and creativity in automotive construction. In the future too, they will continue to drive innovation. Our new product variants enable and inspire totally new design ideas,” says Djafarian.

Two brands, one product

Evonik is a worldwide manufacturer of PMMA products sold under the PLEXIGLAS® trademark on the European, Asian, African and Australian continents and under the ACRYLITE® trademark in the Americas.

German Design Award 2019

The German Design Awards are the international premier prize awarded by the German Design Council. Its goal: to discover, present, and honour unique trends in design. Every year, high-calibre entries in the fields of product and communication design are honoured, each of which blazes new trails in the international design landscape. The German Design Awards, launched in 2012, are among the most prestigious design competitions worldwide and have an excellent reputation far beyond specialist circles.

About Evonik

Evonik is one of the world leaders in specialty chemicals. The focus on more specialty businesses, customer-orientated innovative prowess and a trustful and performance-oriented corporate culture form the heart of Evonik’s corporate strategy. They are the lever for profitable growth and a sustained increase in the value of the company. Evonik benefits specifically from its customer proximity and leading market positions. Evonik is active in over 100 countries around the world with more than 36,000 employees. In fiscal 2017, the enterprise generated sales of €14.4 billion and an operating profit (adjusted EBITDA) of €2.36 billion.

About Performance Materials

The Performance Materials Segment is managed by Evonik Performance Materials GmbH. The segment focuses its global activities on developing and manufacturing polymer materials and intermediates, especially for use in agriculture and in the rubber and plastics industry. In 2017, the segment’s roughly 4,400 employees generated sales about €3.8 billion.

Disclaimer

In so far as forecasts or expectations are expressed in this press release or where our statements concern the future, these forecasts, expectations or statements may involve known or unknown risks and uncertainties. Actual results or developments may vary, depending on changes in the operating environment. Neither Evonik Industries AG nor its group companies assume an obligation to update the forecasts, expectations or statements contained in this release.