

A large, semi-transparent, light blue stylized letter 'A' is centered in the background. The 'A' is composed of thick, rounded strokes. The top bar is a horizontal line that curves slightly upwards at its ends. The two vertical strokes are slightly curved outwards at the top and meet at a point at the bottom. The overall appearance is clean and modern.

Addev Materials brand guidelines



Dear Colleagues and Partners,

Today, **ADDEV Materials** embarks on a new chapter of our history.

We are where we are today thanks to the teamwork of our associates and the trust of our partners. ADDEV Materials is on pace for unparalleled success in its many changing endeavors.

We founded Addev ten years ago, the culmination of the acquisition of Adhis and Micel. From that point forward, we have pursued continuous growth, driven by our primary objective: to support our partners.

Beginning first as a distributor, we built our network in France. Then, by investing in industry and developing our processing and customized cutting technologies, our expertise grew. And with that, real added value for our customers.

Currently in our third development phase, we now have an international presence. Painstakingly crafted through a policy of carefully oriented and timed external growth, we have strengthened our positions in Europe and now, North America.

Today, ADDEV Materials has over 400 employees, working in 17 companies in a collaborative team effort. An endeavor structured to make each business flourish, by focusing on customer satisfaction, understanding their market and growing resources within their local environment to become the "go to" team.

Now is an ideal time to assert our new identity, insuring that we are recognizable in all markets, whatever the country and however the need arises.

Precisely why we are assuming one single brand: ADDEV Materials.

Past histories aside, we are now united by our common values.

Henceforward we will engage the business world under a single name: ADDEV Materials.

A name built from strength. A name destined for far-reaching impact at home and abroad.

The pages that follow are intended to introduce you to our new graphic identity.

We believe it projects our strength, an energetic commitment, integrity and our expertise.

Our strength is a combination of our centers of expertise, the know-how of everyone in their own respective field and our developer mind-set, coupled with our desire to progress together towards the future.

Our sincere hope is that everyone in the group will embrace this new identity, promote its benefits and become exemplars of its intention within and without our businesses.

Only « as one » can our brand assume its true meaning.

Best wishes,

Pascal Nadobny
President

Julien Duvanel
CEO

Pascal NADOBNY *Julien DUVADEL*

ACDIS - ADHÉSIFS DU SUD EST,
ADHIS, ART PRODUCTION,
BONUS EUROTECH, DIMEX,
EUROBANDS, FRANCE
DECOUPE, ICTDP,
ISLER & WALTER, ADDEV,
ADDEV MATERIALS
CONVERTING, MICEL,
MICEL GMBH,
MICEL SP. Z. O. O.,
TECHNIFILM, VMS AIRCRAFT

TODAY, ALL OF OUR
BUSINESSES ARE MOVING
TO A SINGLE BRAND:
ADDEV MATERIALS*

*Actual deployment will vary at different sites

One vision
One brand
One identity

Enabling us greater access
to all markets. At home. And, worldwide.

Henceforward, all businesses will regard themselves - in every aspect - as ADDEV Materials.

All communication - our documents, advertising collateral and marketing activities - will be designed to bear a single brand and promote a common identity: ADDEV Materials.

With this new identity, we will enhance our reach into all markets at home and worldwide and improve company recognition.

Though we are now a medium-sized enterprise with footprints on two continents, Europe and North America, there will be no impact on our various entity names or contact details for invoicing purposes.

Our multi-faceted logo

The logo combines the names of our different business units, illustrating our large, extended family, each featuring different types of expertise. All of which is centered upon one vision, founded in shared values.





This single identity combines with the names of the different units in our organization.



One image, four key characteristics

Of all the images we considered, the ampersand captured the essence of our vision.

A strong, distinctive symbol.

An ideal way to depict our four key characteristics:

Combination, Duality, Linkage, Flexibility.



Combination

THE TOTAL MASS OF OUR KNOWLEDGE, EXPERTISE AND EXPERIENCE THAT CAN BE BROUGHT TO BEAR TO MEET YOUR NEEDS

The ADDEV Materials team has evolved over time, preserving, building upon and combining each lesson learned by the women and men regardless of the group.

Since our start as distributors, we have become adept at converting and developing expert cutting capabilities.

By combining all these traits as a unified solution integrator, we will be able to provide the best materials and design the perfect solution for everyone. Nimbly responding, delivering as needed, in the format required, all with excellent quality.

The ampersand expresses this combination of knowledge, expertise and service and quality that has fostered our development.

Duality

THE MULTI-DIMENSIONAL NATURE OF OUR PERSONALITIES

Akin to the Yin and Yang, we draw strength from the complementary nature of seemingly opposing principles which nevertheless coexist and complement each other: local & international, technical value added & human value, deep & wide offerings, distributor & value added converting, permanence & evolving, intentional thought and action grounded by a sense of gratitude and humility.

The ampersand personifies this duality. The multi-faceted, complementary nature of our founding principles.

Linkage

HOW WE FUNDAMENTALLY COMPLEMENT THE INTEGRITY OF THE VALUE CHAIN

We are an essential link of the value chain. As a partner to the world's foremost chemical suppliers and industrial customers, we can offer a wide range of technologies and provide a key access point into the market.

Our knowledge, experience and expertise enables us to specify materials, design fully developed solutions and impart extraordinary value to our customers.

This linkage is also symbolic of the ampersand. Our connection as a material, process and solution link to players up and down stream in the value chain.

Flexibility

A MEASURED, YET URGENT, VALUE ENHANCED RESPONSE TO EACH OPPORTUNITY

There is a lot to be said for being nimble, adaptive and purposeful. This brand of flexibility is woven into our corporate DNA. As such, we are well suited to meet the ever changing needs of the market - even before they are needed. Adept at fine-tuning our product offering to best suit our markets while improving our services: key strengths in the speed of our response and skill at anticipating needs. The ampersand symbolizes our ability to adapt.

Energy and commitment

The richly artistic ampersand can be presented as a ribbon or spool unrolling. Add a red arrow to its end, and you highlight our energetic commitment and ambition to forge ahead.

The upward arrow depicts our positive energy, commitment, urgency and the speed we invest in everything that we do. The arrow may also come to represent the virtues of growth, intention and purpose.



The restrained, industrial and statutory design

is represented well by its established, well known,
upright, statutory typeset.

The monumental lettering for “ADDEV” comes to
symbolize strength, while a finer font for
“MATERIALS” evokes precision.

The dark bluish grey background is reminiscent
of our industrial and technological environment.
Restrained, straightforward, yet elegant.

ADDEV
MATERIALS

The true identity that fits our values

The added value of the men and women that
comprise our teams is the source of our materials
solutions. Another example of the complementary
nature of our principles. What makes us stand out.

What enables us to drive performance
for our customers.

HUMAN ADDED VALUE





**PERFORMANCE
MATERIALS**

Our logo powerfully
links the two ...

**HUMAN
ADDED
VALUE**

... while highlighting our expertise across products and markets.





For further details:
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