



# EOC Group - launch EXO-line Europe

Press release

*EOC Group is proud to announce the launch of its new brand names in the **EXO** -line in Europe. Within the next few months the new names will be communicated to our customers per division.*

EOC Group is a manufacturer of chemical products such as latex, polymeric binders, emulsions, adhesive and surfactants for a great variety of applications in several industries. As the company is growing and our product range is evolving, a need for more **uniformity** has arisen. Not only are we creating **new products** and exploring **new markets**, we are also discovering **new applications** for existing EOC products. These changes have created a shift in the way we present ourselves as a company.

With the new names, we are focusing on the applications rather than on the product itself.

We pride ourselves on our **clear and transparent communication** toward our customers. Therefore we have noticed that we needed to take even more the commercial point of view of our (potential) customers. Concentrating our commercial communication on the applications makes it easier for the customer to find what he is looking for.

In general, there will be no great changes for our customers. Our products remain unchanged with the **same high quality** that you are used to. You will still be able to enjoy our **flexibility** and **outstanding technical support**. We are now adding a **more uniform and transparent way of presenting our products**.

The new EOC brand names will have the **EXO** –prefix and a suffix to further identify the application. We are currently implementing the new names in our CRM-system. Our account managers will communicate the new names that apply to their customers in the next few months. Some of our divisions have already started the transition, others will follow soon.

If you have any questions regarding this change, please do not hesitate to contact your sales account manager or internal sales representative.

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CEO

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