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Rugby March 2022

New packaging

Further to the announcement on 18th January regarding the Uzin Utz new corporate and brand design "The Art of Floor Systems" we are pleased to announce that the packaging for all our brands will also change. The new packaging will incorporate the Uzin Utz logo and bold brand colour, for example the UZIN packaging will be distinguished in a bright blue design.

We have also tried to make the packaging simpler and clearer with significantly less text replaced with helpful pictograms and QR codes directed to the products technical data sheet.

As we are committed to sustainability and reducing unnecessary waste we will use all the old packaging before the new packaging is utilised. The roll out of the new packaging will therefore be in stages depending on when all remaining packaging has been used. You should start to see deliveries of the new packaging for some products from now on.

The new design uses selected colours and specific shapes in striking combinations to create abstracts that are each linked to a specific brand in the Uzin Utz family. They are derived from the updated brand logos and are used with the specific shape and colour on all print documents, media and packaging. Uzin, for example, is represented by the characteristic blue and U shape, or Pallmann by a circle in orange. All the abstracts are included in the new key visual for "The Art of Floor Systems".

Creating synergies with the brand family

The aim of the new look is to present the six brands with their broad product portfolio of installation systems, coatings and tools more clearly as a family and to illustrate the synergies

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in terms of products and customer service across all the brands. The specific logos and typeface have been updated across all the brands and pictograms and QR codes with further information have been added to all packaging. The excellent quality of presentation and legibility of the fonts were essential for this. "We listened to our customers and have thought about what information is important to installers and what should be visible at a glance from a distance for transporters and warehouse operators", explains Board member Philipp Utz. "We have therefore redesigned our packaging – with a clear structure, clear information and consistent design together with the most important information provided by text and image. And always accompanied by our new Uzin Utz umbrella brand logo and the claim 'Your Floor. Our Passion'."

Packaging in the new brand look

The benefits of the new packaging include the clear, bold product name, in large and legible font; clearly associated brand colours and shapes; condensed information; and symbols that are easy for every user to understand. Instead of long texts, internationally valid pictograms provide technical information and applications instructions quickly and easily. "We have removed information, some of which was repeated, and replaced it with the additional information for product name, the application text and the pictograms, reducing the amount of text on the packaging by up to 70 per cent", explains Philipp Utz. Labels, environmental and test certificates and a QR code with country-specific information, such as product data sheets in various languages and user videos, is now included on all packaging for quick access to the necessary information.

Sustainable, right from the start

A lot of rethinking also took place behind the scenes at Uzin Utz when switching to the new packaging. Image and product data are now maintained centrally using a Product Information Management (PIM) system. Printouts for the different containers can be created just-in-time in different languages at the touch of a button. Larger volumes of rejects and waste will therefore

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now be a thing of the past. "The new packaging will be introduced in 2022 and will be available from all countries where we operate by the end of 2023", says Phillip Utz. "However, we are deliberately keeping the transition fluid, as we want to use up all our stocks of existing packaging first for the sake of the environment. The current shortage of raw materials also shows just how important it is for businesses to be sustainable".

All the brands under the Uzin Utz umbrella

The new umbrella brand brings together the wealth of experience of all the brands and presents their shared flooring expertise. "Our 'The Art of Floor Systems' campaign is not just about celebrating superb craftsmanship, but also about our new approach", explains Board member Julian Utz. "We want to provide our partners with efficient solutions from a single source – and the new image conveys our wide-ranging expertise, while also demonstrating the shared identity of all the Uzin Utz brands".

For more information about the new Uzin Utz corporate design and the "The Art of Floor Systems" campaign, see the separate website at www.the-art-of-floor-systems.com

UZIN UTZ. YOUR FLOOR. OUR PASSION.

UZIN UTZ from Ulm employs more 1,300 people and has a corporate group turnover of 383.6 million euros (2020). It is a leader in developing and manufacturing products and machinery for screeds, floors, tiles and wood flooring. The construction product systems we offer include substrate preparation and floor covering installation as well as surface finishing and cleaning. Our products are developed and manufactured in-house by companies in the group and marketed around the world under the internationally successful UZIN, WOLFF, PALLMANN, arturo, codex and Pajarito brands. For 111 years, as a family business, the world of floors has been our vocation. We have been there and continue to be there for the trade, architects and builders. More information at www.uzin-utz.com

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Images: Uzin Utz

Picture 1



Each unique yet all from the same mould: a new look for the Uzin Utz brand family.

Picture 2



Each brand in the Uzin Utz family has its own abstract. They are derived from the updated brand logos and are used with their specific shape and colour on packaging and elsewhere.

Picture 3



All the abstracts are included in the new key visual for "The Art of Floor Systems".

Picture 4



Consistent look with the new corporate design: the six brands under the Uzin Utz umbrella brand.

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Picture 5



The UZIN blue and U shape are incorporated across the packaging of all our UZIN products. Thilo Schumacher, Project Manager, Mike Kowollik, Head of Production, Tanja Peter, Project Manager and Manfred Scherb, Head of Product Management (from left to right)

Picture 6



New UZIN look: the product name printed large in the characteristic product colour, visible from a distance, allows you to identify products quickly.