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## **Rebranding at SAUERESSIG**

### **Surfaces division becomes SAUERESSIG UNGRICHT**

SAUERESSIG, an operation of Matthews International Corporation, combines all Surfaces activities under the brand SAUERESSIG UNGRICHT with immediate effect. Therefore the surfaces departments of SAUERESSIG GmbH & Co KG, UNGRICHT GMBH + CO KG, Wetzel GmbH, DORNBUSCH ENGRAVING GMBH and Saueressig Design Studio GmbH will appear on the market under a common umbrella brand in the future. “This will enable us to consolidate and further expand our combined product and service offering in the global surfaces market”, explains Dr. Tomas Sterkenburgh, Group Managing Director of Matthews International. “Activities at the individual sites will remain unaffected by this step.”

SAUERESSIG UNGRICHT combines a variety of competencies from all areas of the surfaces division. These can be differentiated into the core areas of technology and design:

As leading international supplier along the pre-press stage as well as rotogravure and embossing cylinders, SAUERESSIG UNGRICHT offers a strong technical expertise. Within the surface sector this is based in the field of tissue and hygiene products, nonwovens, glass and metal as well as wood, flooring and plastics processing industry.

The brand also brings together a wide-ranging set of competencies in surface design. These are primarily used in field of decor as well as in the automotive-, leather- or wallpaper industry.

SAUERESSIG UNGRICHT supports its customers along the entire production phase and increases profitability by providing solutions for complex market requirements, innovative designs and continually optimized production processes. “Under a common umbrella brand, we are in a much better position to represent our performance strength and versatility on the international market”, says Sterkenburgh. With the combination of these five traditional family businesses, Matthews’ combines decades of experience from different surface sectors in a new brand and therefore relies on corporate strength, tradition and reliability.

**Media Contact:**

Isabelle Nimmrichter  
Marketing Manager  
[isabelle.nimmrichter@saueressig.de](mailto:isabelle.nimmrichter@saueressig.de)

**Please send a specimen copy to:**

SAUERESSIG GmbH + Co. KG | Marketing | Gutenbergstraße 1-3 | 48691 Vreden | Deutschland