

## PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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### SCHNELLER INTRODUCES NEW BRANDMARK AND COMMUNICATIONS STRATEGY

**Hamburg, May 18, 2010:** Today during the Aircraft Interiors Expo, Schneller LLC celebrated the launch of their new corporate branding initiative. The new design more appropriately reflects agility, precision and style with the humanity you have come to expect from Schneller.

- The streamlined italic lettering express the agility and responsiveness that customers can expect from the entire Schneller team;
- Precise corners reflect the engineering and technology that underlie all Schneller products;
- The warmth of the color and the curves in the characters express the human component of the company and the passengers that will experience Schneller's products.

Schneller's previous brandmark and communications strategy was launched six years ago. Since that time, Schneller has expanded its capabilities through new products and capabilities, enhanced technologies and expanded geographic reach and new people.

"Everyday, our team works with customers who entrust us with the execution of their brand through the interior design of their aircraft" explains Matthew Miklos, Vice President of Transportation Products at Schneller. "It became clear that we needed a new communications strategy that is consistent with what we can deliver while demonstrating our understanding of the importance of branding."

*Schneller is a global leader in the development and production of engineered decorative laminates and non-textile flooring for aviation and ground transportation. Schneller provides continuous roll and sheet production from its ISO-9001/AS9100 with Design certified production facilities in the United States and sales and services support offices in France and Singapore. For further information on Schneller's products and services, please visit our website at [www.schneller.com](http://www.schneller.com) or feel free to contact us at [info@schneller.com](mailto:info@schneller.com).*