AUTOMATIK



Press Release

Realignment of branding and corporate strategy: Driving forward with four centers of excellence and strong product brands

- The products and services of the well-known AUTOMATIK, ETTLINGER, GALA, MAAG, REDUCTION and SCHEER brands are bundled under the MAAG Group umbrella brand
- The MAAG Group concentrates its know-how in four centers of excellence: Pump & Filtration Systems, Pelletizing Systems, Pulverizing Systems, and Recycling Systems
- NEXT-LEVEL SOLUTIONS is the key performance promise for customers in the polymer, chemical, petrochemical, pharmaceutical and food industries
- Presentation of the new market branding, the Group's outstanding expertise, and all its integrated solutions for polymer production and processing will be at K 2019

Oberglatt, Switzerland, September 12, 2019 - The Swiss company Maag Pump Systems AG has grown through acquisitions in recent years and has significantly expanded its product portfolio. A realignment of its branding and corporate strategy will further strengthen the company's position as a broadly diversified global solutions provider with integrated and customizable system solutions. Maag's process technologies for the polymer, chemical, petrochemical, pharmaceutical and food industries help customers achieve the next level of productivity. Maag Group is bundling the activities of the companies it has acquired in recent years into four centers of excellence: Pump & Filtration Systems, Pelletizing Systems, Pulverizing Systems, and Recycling Systems. All of the companies will in the future be managed as product brands - AUTOMATIK, ETTLINGER, GALA, MAAG, REDUCTION, and SCHEER - under the MAAG Group umbrella brand.

"The focused market orientation, with our products and services spread across four centers of excellence, will play a major role in the MAAG Group's further international growth in the coming years. Our aim with the new umbrella brand strategy is to strengthen our identity on the market. The established product brands enjoy great trust and confidence among their customers, and will remain specialists in their respective market segments, yet work close together when integrated systems solutions are required" says Group president Ueli Thuerig. "We expect the integration of all our product brands under the umbrella of the MAAG Group to provide us with a further boost to innovation in cutting-edge technology, even higher standards in our worldwide after-sales service, and even better solutions to meet demanding customer requirements in the production, processing and recycling of polymers. As the MAAG Group, we aim to be





(III) GALA **SCHEER**

AUTOMATIK

available for our customers at all times, all over the world, deploying the extensive know-how of our more than 1,000 employees at our 20 locations."

The rebranding clearly expresses that we will act as one team to the benefit of our customers. The consolidated branding will underpin the further integration of the Pump, Filtration, Underwater Pelletizing, Strand Pelletizing, Drying, Pulverizing and Recycling divisions, which are already working together successfully on many development and service projects to deliver solutions for their customers. The new brand and business strategy will be presented for the first time at K 2019. The MAAG Group is the visually identifiable umbrella brand; with the product brands each distinctively echoing it.

The claim "NEXT-LEVEL SOLUTIONS" embodies the MAAG Group's core performance promise, extending across all areas of the business. It is about generating maximum added value based on an understanding of customers' aims and processes. It relates to the development of high-quality, high-performance solutions by international interdisciplinary development teams within the MAAG Group. It focuses on value for money in delivering sustainable and durable products, plants and systems. It encompasses a global service network ensuring that customers can run their machines successfully. It also reflects the development of advanced solutions for the circular economy for polymers, and future sustainability of the production and processing of modern plastics as an innovative material for a wide range of applications.

The MAAG Group booth at K 2019 (hall 9, booth A04) will be presenting innovations from the Pump & Filtration Systems, Pelletizing Systems, Pulverizing Systems and Recycling Systems centers of excellence. A complete downstream system for recycling will demonstrate how solutions for a circular economy can be implemented by the MAAG Group as an integrated solution provider from a single source.

"The MAAG Group specializes in customizable integrated process technology systems for the polymer, chemical, petrochemical, pharmaceutical and food industries. Our commitment to ecological sustainability and social responsibility is what drives us to continually improve the efficiency of new machines, as well as to develop systems for the recycling of plastics on the basis of our portfolio," Ueli Thuerig concludes.

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Picture		Ueli Thuerig, President Maag Group



PLIMP & FILTRATION SYSTEMS) PELLETIZING SYSTEMS) PULLVERIZING SYSTEMS)

REDUCTION

RECYCLING SYSTEMS > (C) ETTLINGER

MAAG

(C) ETTLINGER

(III) GALA **SCHEER**

AUTOMATIK

CONTACT: Iris Fischer

> iris.fischer@maag.com +41 44 278 8349

About the MAAG Group

The MAAG Group is a broadly diversified global solutions provider with integrated and customizable systems in process technology for the polymer, chemical, petrochemical, pharmaceutical and food industries. Its Pump & Filtration Systems, Pelletizing Systems, Pulverizing Systems, and Recycling Systems divisions consolidate the many years of experience and in-depth know-how of the AUTŎMATIK, ETTLINGER, GALA, MAAG, REDUCTION, and SCHEER product brands. The MAAG Group currently employs over 1,000 people at production sites in Switzerland, Germany, Italy, the USA, and China. Additional sales and service centers in France, Singapore, Taiwan, Malaysia, India, Thailand and Brazil ensure close attention to customers' needs. For more information visit www.maag.com.

The MAAG Group is a business unit of Dover Fluids, a segment of the Dover Corporation.

About AUTOMATIK

AUTOMATIK is a product brand forming part of the Pelletizing Systems center of excellence within the MAAG Group. The company has been a leading supplier of systems for the production of plastic pellets for over 70 years. It developed a revolutionary process for vacuole-free pelletizing of engineered plastics under water. AUTOMATIK has been part of the MAAG Group since 2010.

About ETTLINGER

ETTLINGER is the product brand for recycling systems within the MAAG Group. Its focus is on high-performance melt filters for the recycling of plastics. Injection-molding machines round off the portfolio. The company was founded in 1983 and has its development and production base in Königsbrunn near Augsburg, Germany. ETTLINGER has been part of the MAAG Group since 2018.

About MAAG

MAAG is the product brand for Pump and filtration systems within the MAAG Group. MAAG is known worldwide as a pioneer and technology leader in the development and manufacture of custom gear Pump, filters and screen changers, as well as providing system solutions. The company's expertise dates back to 1910, when it was founded, and to the 1920s, when the first Maag gear Pump were patented in Switzerland.

About GALA

GALA is a product brand forming part of the Pelletizing Systems center of excellence within the MAAG Group. GALA Industries has been a byword for innovative underwater pelletizing technologies in polymer processing and production for some 60 years. Its plants process polymers for hot-melt adhesives, color masterbatches, soft and rigid PVC, many other polymers, as well as media for medicines and food. For the drying process, GALA offers centrifugal dryers that dewater the pellet/water mixture. GALA has been part of the MAAG Group since 2015.

About REDUCTION

REDUCTION is a product brand forming part of the Pulverizing Systems center of excellence within the MAAG Group. REDUCTION has been developing a state-of-the-art portfolio of pulverizers for small to large throughputs since 1992. Its systems are suitable for grinding plastics and other materials. REDUCTION has been part of the MAAG Group since 2015.

About SCHEER

SCHEER is a product brand forming part of the Pelletizing Systems center of excellence within the MAAG Group. The company was founded over 100 years ago. Its wealth of experience in strand pelletizing is today a key factor in the development of new high-performance pelletizing systems for the polymer industry by the Pelletizing Systems center of excellence. SCHEER has been part of the MAAG Group since 2015.