



Press Release

16 January 2019 at 7.45h CET

Deceuninck embraces one global brand

Hooglede-Gits, 16 January 2019 - Deceuninck Group announces today that it will unite its two product brands, Inoutic and Deceuninck, under one global brand, being Deceuninck. This strategic decision marks the kickoff of a rebranding process of all Inoutic branded countries. The goal is to execute this exercise by Fensterbau Frontale trade fair in 2020.

Francis Van Eeckhout, CEO Deceuninck Group, comments on this exciting announcement: *“Our ambition is to establish one strong global brand. One brand that will be recognizable everywhere, represent a shared vision and unite our teams under one umbrella. It will allow us to leverage our investments in innovation and marketing and will further increase operational efficiencies. As a consequence, this decision will strengthen our competitive position and benefit the growth of our customers in Europe.”*

The choice to push one global brand will also maximize the effects of marketing investments, e.g. the title sponsorship of Deceuninck-Quick Step World Tour cycling team. This should lead to higher brand awareness and will support not only Deceuninck's own business but also the business of its more than 4000 customers in over 90 countries.

One brand will allow Deceuninck to stretch the expectations on its investments in innovative and ecologic design solutions. Newly developed products such as Linktrusion (glass fiber based technology resulting in best in class insulation), Decoroc (pushing colour offering to a next level) and Protex (a patented roller shutter system) will be open to the entire customer base in Europe.

“The first result of our new approach is our award-winning window profile system design Elegante, which was developed first and foremost for the German market and which will now, thanks to our one brand strategy, be introduced in other European countries in the course of 2019. It is our aim for the future to develop next-generation window profile systems which will be flexible in a way they will suit the different markets' needs, without adding to operational complexity. Always keeping in mind our core values Innovation, Ecology and Design. To be watched at Fensterbau Frontale in 2020” comments Victoria Hemelaer, Marketing Director Europe at Deceuninck.

Deceuninck, Inoutic, Linktrusion, Decoroc and Protex are registered trademarks of the Deceuninck Group.



Financial calendar

21 February 2019

Annual Results FY2018

23 April 2019

General Assembly of Shareholders

20 August 2019

Half year Results H1 2019

End of press release

About Deceuninck

Founded in 1937, Deceuninck is a top 3 independent manufacturer of PVC and composite profiles for windows and doors. Headquartered in Hooglede-Gits (BE), Deceuninck is organized in 4 geographical segments: Western Europe, Central & Eastern Europe, North America and Turkey & Emerging Markets. Deceuninck operates 15 vertically integrated manufacturing facilities, which together with 21 warehousing and distribution facilities guarantee the necessary service and response time to Customers. Deceuninck strongly focuses on innovation, ecology and design. Deceuninck is listed on Euronext Brussels ("DECB").

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