

MARKETING COMMUNICATION

NEWS

2011 Standox Image Campaign

It is with great excitement that we announce the launch of our new campaign **"Art of Colour"**. The new campaign highlights Standox' position as a manufacturer of premium-quality automotive refinishing paints. The aim of the campaign is to put more emphasis on the benefits of our products and services offered to refinishers.

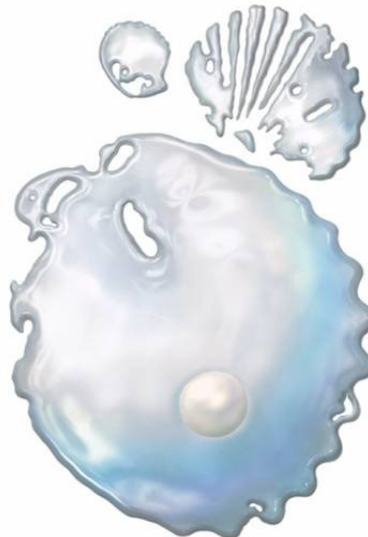
The campaign theme ties in with our well-known brand claim "The Art of Refinishing", but gives it a new twist. The focus is on the artist's view of the term "colour". At first glance, the artwork appears to have evolved from accidentally spilled paint. When you take a closer look, however, it points to the central competence of Standox: no matter what tasks need to be managed in the field of refinishing, Standox is the preferred partner of the refinisher, assuring perfect results every day.

Our campaign breaks with three ads:

"Blue Woman"



"Shell"



"Two Men"

