

OBER REVEALS ITS NEW MULTIBRAND STRATEGY AND CEMENTS ITS STATUS AS AN EXPERT

Bar-le-Duc, February 28, 2017 (10:30 a.m.) – An expert in decorative and technical solutions for interior design, Ober reveals the new structure of its offerings designed to increase its shares in a competitive and increasingly segmented market.

Ober, an expert producer of decorative surfaces for interior design.

Ober is cementing its status as an expert in interior design by rallying the power of its brands and strengthening its capacity to supply bespoke solutions to all of its clients.

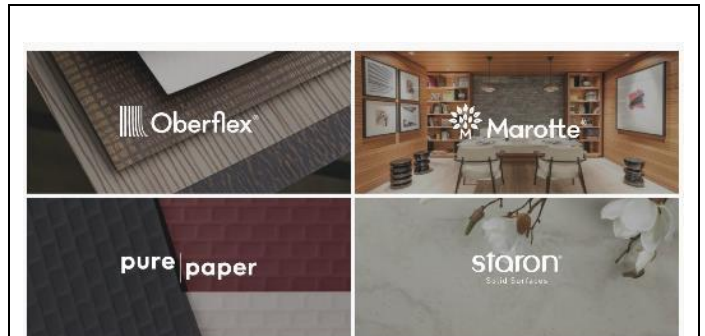
Ober aims to be a global player on the interior design scene. To that end, the company, through its brands Oberflex, Marotte, Pure Paper, and Staron, is offering a wide selection of solutions including wood, paper, metal, and resin that open up virtually limitless creative opportunities.

Thanks to their diverse, technical, and aesthetic qualities, Ober decorative surfaces and solutions yield to the creativity of designers and architects.

Diverse and complementary brands

In reallocating its marketing and business resources among its diverse and prestigious brands, Ober aims to improve the relevance of all of its solutions by playing around with several combinations of complementary products.

- **Oberflex** meets all the standard expectations for wood solutions and offers high resistance qualities and the best performance on the market.
- **Marotte** offers the warmth of wood for an authentic decor
- **Pure Paper** speaks of the creativity and quality of Ober creations with a distinctive aesthetic touch.
- **Staron** gives interior designers great freedom in terms of conceptualization and dimension, using a monolithic material.



A new brand architecture that helps:

- Better meet the expectations of an ever-demanding market;
- Promote the pooling of expertise and enhance the complementarity of offerings;
- Strengthen the close relationship with designers and architects and simplify project management through collaboration with single points of contact;
- Build a strong brand architecture based on the values of creativity, innovation, and environmental responsibility.



With collections popular among renowned architects, interior designers, and designers, Ober is able to provide its clients with high quality service and a multitude of solutions. In that context, the four brands reach distinct targets and help Ober expand its presence.

A multibrand strategy to support growth

Implementing this multibrand strategy should support the company's growth. Ober has become a preferred partner for interior design projects. Well recognized by the design industry, Ober can accommodate any type of project, including creating unique colors and managing inventories in the event that a product is listed on a distributor's catalog.

Moreover, Ober's new brand architecture has helped rally the company's teams around internal synergies, namely in sales and marketing where resources and potentials have been pooled.

For Etienne de La Thébeaudière, CEO of the Ober Group *"The architects, interior designers, and designers of today are much more discriminating than before and looking for the best offer. The one-stop shopping strategy is the perfect answer to these new demands. This strategy will help us work more effectively with our clients."*

Ober at the Euroshop show in Düsseldorf

From March 5 to March 9, 2017, Ober will be participating in the Euroshop Show in Düsseldorf, a leading engagement and investment platform for global retail solutions. Oberflex, Marotte, and Pure Paper will join 100,000 retail space design professionals from all over the world.

Meet the Ober teams at the C76 booth in Hall 10.

OBBER in brief

With a century-old know-how and a close relationship with the design industry, the Ober group, operating under Oberflex, Marotte, Pure Paper, and Staron offers decorative surfaces for the interior design of stores, offices, hotels, conference rooms or auditoriums as well as private residences. Synonymous with comfort and luxury, OBBER products have earned international reputation thanks to their superior technical qualities and great aesthetic diversity.

In 2016, OBBER registered 39.2 million euros and has a staff of over 400 employees.

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Brands open to the World

Strengthening the brands' organization structure should support Ober in achieving international expansion. Ober brands are recognized internationally – over 50% of the company's sales are derived from export activities – thanks namely to the company's indisputable reputation.

The company's distribution network covers the five continents, contributing to the distribution of Ober brand products all over the world where appropriate packaging is used and costs are controlled.

