

KraussMaffei introduces new, comprehensive product naming system

- In future, KraussMaffei will name all products according to a uniform system across all technologies
- Customer benefit is the focus
- Service & spare parts supply for existing products remains guaranteed

(Munich, June 21, 2022) Starting with the new precisionMolding and powerMolding injection molding machines, the new precisionMixhead and the newly named purity recyclingLine (formerly edelweiss), KraussMaffei is introducing a new system for naming its products. Instead of independent approaches per technology area, machines and products will in future be named according to a uniform descriptive system.

"Product naming is an important lever in making the consolidation of the technology areas in the New Machines Division and the integration of digital services perceptible to our customers. Together, we can be the most powerful supplier on the market," says CEO Dr. Michael Ruf.

More specifically, products and machines in the New Machines Division will in future receive one of four name suffixes: **pioneer** for lines and system solutions, **purity** for products in the circular economy sector, **power** for hydraulic injection molding machines and extruders, and **precision** for electric injection molding machines, automation and downstream products like mixing heads or pipe heads.

"The renaming gives us the opportunity to highlight the benefits of our machines and solutions even more clearly. Our customers can thus see the benefits for their business at first glance", states Michael Ruf.

"In addition, we wanted to give our products a stronger emotional appeal. That's why the new names with "p" at the beginning link to our brand claim

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'Pioneering Plastics', adds Eva März, Head of Brand Management & Strategy, who developed the concept together with an internal project team of product owners and sales.

The renaming of existing products will take place gradually. After renaming, services will remain available as usual.

Enclosure: Pictures and more information can be found at

www.kraussmaffei.com

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KraussMaffei – Pioneering Plastics

KraussMaffei is among the world's leading manufacturers of machinery and systems for the production and processing of plastics and rubber. Our brand stands for cutting-edge technologies – for more than 180 years. Our range of services covers all areas of injection molding machinery, extrusion technology and reaction process machinery. This gives KraussMaffei a unique selling point in the industry. With the high innovative power of our standardized and individual product, process, digital and service solutions, we can guarantee customers sustained additional value over the entire value-adding chain. Our range of products and services allow us to serve customers in many sectors including the automotive, packaging, medical and construction industries, as well as manufacturers of electrical and electronic products and household appliances. KraussMaffei employs around 4.700 people all over the world. With more than 30 subsidiaries and over 10 production plants, as well as about 570 commercial and service partners, we are represented internationally close to our customers. Since its foundation in 1838, the company's headquarters have been in Munich.

In April 2016, the Chinese state-owned company China National Chemical Corp. Ltd. ("ChemChina"), one of the leading chemical companies in China, became the majority shareholder of KraussMaffei Group. At the end of 2018, ChemChina listed the KraussMaffei Group as KraussMaffei Company Ltd. in Shanghai. The listing opened up access to the Chinese capital market and local investors.

For more information: www.kraussmaffei.com

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