



ONE BRAND FOR PPE SOLUTIONS FROM THE DELTA PLUS GROUP

The Delta Plus Group, a major player in the personal protective equipment (PPE) market, has led broad reflection around its brand strategy for two years in order to provide better visibility of its offering for their customers.

The outcome of this approach has allowed the Group to unveil its new image today.

From now on, all products and services of the Delta Plus Group will be combined under a **single brand**.

Thus, PANOPLY®, VENITEX®, FROMENT® and TIGER STEEL® will disappear to make way for a single **brand, DELTAPLUS®**.



The goal of the Delta Plus Group is to allow its distributors to easily offer a **complete PPE solution** for each user.

This unifying symbol will enable the Group's customers to benefit from:

- ▲ a **unified style and communication**, easily identifiable for the 5 product families in the Group
- ▲ an **intensification of sales support** (prescription assistance, sales support for the user, increased presence of our business services, training and information...)
- ▲ **the enrichment** of the Delta Plus offer
- ▲ **more technicality** in Delta Plus PPE solutions
- ▲ And still the **added value** in their own sales

On an operational level, this focus around a single brand is a source of future synergies for the Delta Plus Group.

From September 2013, Delta Plus products are progressively available in their new packaging with their new image.

Next publication: Turnover 3rd quarter of 2013
Tuesday 14 November 2013, after trading

About DELTA PLUS:

The Delta Plus Group designs, standardises, manufactures or produces and distributes a complete range of Personal Protective Equipment (PPE). Delta Plus Group is listed in compartment C of NYSE-EURONEXT (ISIN: FR0004152502 - Ticker: DLTA)

For more information: www.deltaplus.eu

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