

Press Release

The Masterflex Group Introduces it's new Corporate Design at the 2013 Hannover Messe Trade Show

Gelsenkirchen, Germany, April 2013 –

For the 23rd time in succession, Masterflex will be presenting a plethora of product highlights and exciting new topics at this year's Hannover Messe international trade show. These include: the new „Master-PUR Multifunction Hose“ with newly combined antistatic and microbe-resistance features, as well as the outstanding “Master-PUR Food” hoses, which are newly certified acc. to the **latest (EU) Directive 10/2011** for international food-grade quality.

This year's Hannover Messe will witness the first showing of our new “look“, which the Masterflex Group has recently introduced to our customers and worldwide audience. The idea behind it is not merely a visual one: The new image underlines not only our common values, but also the global togetherness of Masterflex SE and our subsidiaries Matzen & Timm, Novoplast Schlauchtechnik, FLEIMA-PLASTIC and Masterduct, Inc. as a worldwide operating group.

From now on, the Masterflex Group will operate with the following market brands:



The Masterflex Group stands for holistic hose and connection solutions, which are based on cutting-edge technology and often tailor-made to specific customer requirements. Together with its subsidiaries, the Masterflex Group develops innovative connection solutions for almost all known industries and applications. Each Masterflex company prides itself in their very own specialist area of expertise. To the benefit of our customers worldwide, who profit directly from the huge range of our products, our comprehensive services and the expertise of our technical sales support team. In short, these benefits are our slogan: Masterflex - *Connecting Values*.

The fresh new look and feel of the new Masterflex websites can be seen at www.MasterflexGroup.com, where our corporate image is unified and ensures greater recognition value.

Come and visit us at our trade show booths. Masterflex is in Hall 6 at Booth E29. Novoplast Schlauchtechnik can be found in Hall 16 at Booth F06. We look forward to seeing you there!