

INTERROLL®

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Sant'Antonino, Switzerland, 7th January 2010/PZ/sb

Reference for the Company Brand:Trust in Nuremberg, Germany

The Interroll Group has been listed on the SIX Swiss Stock Exchange in Zurich since 1997 and employs around 1500 members of staff at its 28 companies all over the world. Over recent years, the company has experienced above-average growth in terms of both its sales and profit and is now one of the world's leading suppliers of key products for material flow solutions in the fields of materials handling technology, logistics and automation.

At the end of 2007, the CEO of the Interroll Group decided to pay even more attention to its different groups of customers and their needs and requirements in order to also maintain this growth over the next few years and decades. This decision particularly involves the objective of making end customers and/or users (e.g. companies from the fields of postal services, airport logistics, food, etc.) increasingly aware of the high benefits of our products. In so doing we want to achieve the aim of making our key products the prescribed or stipulated products for the logistics projects of our end customers. In order to achieve this, it is important that the different target groups appreciate the special values and performance of the "Interroll" brand and develop trust in our company on a long-term basis (with all of the positive impacts of this trust, for example higher prices, more demand for Interroll products, etc.).

Interroll therefore decided to call in external professional support for a more competent implementation of its entire brand management process as a strategic project and, after careful evaluation, chose to work with the company Brand:Trust from Nuremberg, Germany. This decision was on the one hand based on the various successful strategy workshops run by Brand:Trust prior to the actual project and on the other hand based on the fact that the top management team at Interroll was convinced by Brand:Trust's high level of competence and large amount of experience in brand management.

The "Branding" project was launched at the beginning of 2008 with the aim of developing Interroll's core brand values from the perspective of the company, its customers and its rivals.

In four workshops, each lasting two days, 22 Interroll managers from all continents worked on the specific brand values, which were then condensed into a single brand term known as a "one word equity". The workshops also resulted in the binding brand rules with which all future products, services and activities of the Interroll Group (products, trade fairs, exhibitions, sales, service, etc.) must comply. These results enable the "Interroll" brand to create a unique profile for itself in the market and to have a distinctive effect on all target groups.

The introductory workshops in 2008 were followed by the extremely successful "Train the Trainer" programme used to instruct the "Brand Ambassadors" in 2009. These specially trained individuals are now able to train all members of staff of the Interroll Group in branding and our specific brand values.

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This branding training for all members of staff began in autumn 2009 and will be completed around May 2012.

We have now established the "Brand Steering Committee" as a fixed group that will work on measuring the progress made in the branding process and initialise new projects and suggestions for improvement over the next few years.

The initial scepticism shown by some Interroll members of staff has now transformed into huge enthusiasm all over the world. Working with the specific values of the "Interroll" brand has enabled our staff to strongly identify with the company and to develop an enthusiasm that has an extremely positive influence on our customers. Our ultimate objective must be for our over 23,000 customers worldwide and our new potential customers from all over the world to appreciate the high value of our brand and to be willing to pay the appropriate price for our products and services.

Even now, just two years after the start of our project, we are already seeing clearly measurable results. Our increased branding activities in the USA, for example, have helped us to achieve a successful breakthrough at a leading international postal company. Our margin is also positively developing, even despite the recession. Alongside other activities (e.g. increasing productivity in our manufacturing processes), the branding process has helped us to maintain and even increase our price level.

In all of the implemented projects, our cooperation with Brand:Trust can be characterised by the following services provided:

- Extremely professional project management
- Cost-effective organisation
- Creation of an enthusiastic approach towards the topic of 'the brand'
- Competent handling of resistance during the project and finding a solution to such issues
- Extremely competent consultation with a multitude of inputs from other areas
- Genuine professional added value for Interroll
- Extremely professionally designed training documents in English
- Providing Interroll with very useful support between workshops (homework)
- An excellent understanding of and intuition for different cultures (the EU, USA and China)

On the basis of the solid results that we have achieved as a result of our branding project, I can highly recommend Brand:Trust to all companies that want to use their strong market position and the high quality of their products to maintain or even extend their profit margin on a long-term basis and to aim to achieve above-average (profitable) and sustainable sales growth in the future.

Paul Zumbühl

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CEO of the Worldwide Interroll Group