



## Press Release

### **DAW ColourTour starts in Ober-Ramstadt**

#### **Paint for the Mühlthal workshops of the Nieder-Ramstadt Charitable Trust**

**Ober-Ramstadt, 12th July 2014 (DAW) - Under the motto "Our favourite colour is colourful", Germany's largest building paints manufacturer, DAW SE, has organised a big ColourTour to support charitable facilities in the region which sets off in Ober-Ramstadt.**

In a far-reaching campaign all locations in the DAW corporate group in Germany have committed themselves literally to "bringing colour into play" for the purpose of social engagement in the relevant local communities of the factories. This includes kindergartens, schools and also the gymnasiums of sports clubs and other rooms at cultural meeting venues. The company activities are not restricted to just donating the paint, but also the employees themselves are taking up the brush and roller.

The affinity of DAW with its region was put to good use here for the Nieder-Ramstadt charitable trust (NRD). Since 2007 twelve personnel from the Mühlthal workshops have been working in the DAW factory in Ober-Ramstadt. Here, they apply labels to paint containers and put together one-way containers for insulation material. The ColourDay is therefore a good opportunity of supporting the long-serving partner. A formerly rather dreary entrance area received a new coating of paint to present a cheery face to visitors and staff. In future the area will also be used as a presentation space for the in-house exhibition of the Nieder-Ramstadt Charitable Trust. Andreas Koch, manager of the Mühlthal workshop, is already looking forward to this ColourDay on 12th July: "As I learnt of the campaign, I was immediately inspired and I'm already very interested in the result."

Johanna Dehler and Felicia Nuber organised the day together for the Nieder-Ramstadt Charitable Trust. They are two of twelve DAW

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## Press Release

employees helping with the renovation who also take colourful as their favourite colour. "The charitable work in the region of our site is a really good idea," says Felicia Nuber. "It underlines our intention of doing something for the community and of supporting the social facilities which are important for a well-functioning society."

After the official start in Ober-Ramstadt the ColourTour will continue with simultaneous campaigns at the sites in Berlin and Fürstenwalde. Then it calls at seven other company sites before finally concluding on 20th September at the company headquarters in Ober-Ramstadt in South Hesse. This is combined with an "Open Day" at which the public receives an insight into the world of paints in one of the most modern production plants in Europe.

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### **About the campaign "ColourTour – Colourful is our favourite colour"**

In the run-up to the "Open Day" on 20th September 2014 at the DAW headquarters in Ober-Ramstadt local teams undertook a ColourDay at their location and painted, for example, rooms in kindergartens, schools and care facilities for the elderly. In each case the material was provided by DAW. The tour begins in Ober-Ramstadt, passes through all ten German locations and finishes with the Open Day in Ober-Ramstadt. The tour will be reported and documented on-line on the DAW website, Facebook and other platforms.

### **Address of the Ober-Ramstadt ColourDay am 12th July 2014**

**(possible press event on site: 14.00 hrs.)**

Nieder-Ramstädter Diakonie  
Mühltal-Werkstätten  
An der Flachsröße 2  
64367 Mühltal

### **Link list:**

DAW SE

[www.daw.de](http://www.daw.de)

Nieder-Ramstadt Charitable Trust

[www.nrd-online.de](http://www.nrd-online.de)



DEUTSCHE  
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VON ROBERT MURJAHN

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Logo:



### **About the company: DAW SE, Ober-Ramstadt**

The DAW Group is the market leader in the building paints sector in Germany, Austria and Turkey. In Europe the company occupies third place for building paints behind two large international companies. With about 6,000 employees in Germany and abroad and with an annual turnover of about 1.3 billion euros, DAW is Europe's largest building paints manufacturer in private ownership. The group of companies includes Caparol (paints, enamels, glazes, thermal insulation composite systems) and Alpina (the brand for DIY enthusiasts). The most well-known product is Alpinaweiß - Europe's most sold interior paint.

In 2011 DAW, as a sustainable company, was awarded the Silver Medal from the Verbraucher Initiative. In May 2012 DAW won the n-tv Medium-Sized Enterprise Award "Hidden Champion" in the Sustainability category and in June 2013 the "Health Media Award" together with Forbo for the joint project "Living Spaces".

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