



Press Release

Open Day at DAW

Parachutists, bouncy castle, Wheel of Fortune: over 5,000 visitors take delight in numerous attractions at the Open Day

Ober-Ramstadt, 22nd September 2014 (DAW) - On the 20th September during the Open Day at DAW SE in Ober-Ramstadt there were not just tours round the production tower and information about the processes in the various production areas. Guests also received interesting insights into the brand world of DAW. Under the sign of the striped elephant Caparol provided information about the world of the painter with innovative paints, creative design techniques and energy-saving insulation systems. In the Alpina Test Centre high-quality products from the quality leader in the DIY sector were put under test. And also the DAW professional brands, alsecco, Alligator, Inthermo, Disbon, Krautol and Lithodecor presented the visitors with their own worlds of experience – spread out over the whole company site.

When the rain came, the party was almost over. It did not spoil anything. But then, nothing could have clouded this party with its family character. Not even the fact that the parachute jump by the former high-bar world champion, Eberhard Gienger, did not land exactly on the carbon insulation board, but instead in the 4x4-metre test area which was reached only after an additional step.

On entry the little ones received their own children's programme in which all the attractions were marked separately. From various bouncy castles, kids' face painting through to basketball with fork-lift trucks, there was plenty to discover and experience. When the children had finished the production rally provided and were able to show all the stamps, they could turn the Wheel of Fortune and select a nice prize.

The musical entertainment on the large stage was supplied by the band, 6Pack, in which the CMS employee, Manuel Specht, plays. The four diversified stations in the inner section of the Alpina brand world offered a historical quiz, a test centre to try out the products under specialist instruction, a colour memory for the presentation of colour variety and ring throwing over containers to highlight the wide variety of products.

Already by 12am at the official opening the Chairman of the Managing Board of DAW SE, Dr. Ralf Murjahn, was able to welcome 2,000 visitors, including Ober-Ramstadt's mayor, Werner Schuchmann, lots

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Geschäftsführende Direktoren:
Dr. Ralf Murjahn (Vors.)
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Rainer Reucker
Michael Wendler



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of Ober-Ramstadt residents, the company's own employees with their families as well as other interested visitors, some of whom had come from far away. Dr. Murjahn thanked the many hard-working helpers and pointed out that the Open Day in this form was a premiere. It was organised by the employees without any agencies and in addition to their actual work. "A lot of blood, sweat and tears have gone into the event, with a great deal of personal commitment," said Dr. Murjahn about the superb team effort, before he gave a general overview of the DAW Group and the highlights of this special day.

On welcoming the guests the Chairman of the Administrative Board, Dr. Klaus Murjahn, put in a spot of advertising for the Eichhof ecological farm which he operates. Those visiting the Eichhof could also visit the adjacent DAW Day Nursery using the horse-drawn carriages provided.

Anja Murjahn presented the results of the ColourTour. Social engagement particularly lies at the heart of the family company. This includes not only examples such as help for flood victims, donations from the Caparol Golf Cup or support for handicap workshops, but also the ColourTour. Under the motto "Our favourite colour is colourful" all DAW locations in Germany committed themselves to social engagements in the respective communities around the factories to bring literally "colour into play". For this purpose projects were chosen which are particularly close to the hearts of local DAW employees – for example, redecoration of class rooms or sports clubs. The special features here were that the company activities were not restricted to just donating the paint, but also the employees themselves were taking up the brush and roller. "The ColourTour is a social product of DAW and its brands. It represents the many hard-working hands at each location leading up to the Open Day," said Anja Murjahn. For example, on the ColourDays 80 helpers applied over 1,000 litres of paint to the wall for a good purpose.

In the company's own training centre – the Information & Training Centre – interesting presentations were given and in the Technical Application Centre employees were impressive, giving practical demonstrations to bring the Caparol brand world to life. Visitors showed lots of interest for the presentations on colour trends, protection against mildew, facade & interior paints, thermal insulation and the company's history.

4787 characters (including spaces)

INNOVATIVE BESCHICHTUNGSSYSTEME SEIT 1895.





DEUTSCHE
AMPHIBOLIN-WERKE
VON ROBERT MURJAHN

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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.

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