



Why are we changing?

Statement

»And then we
did something
totally crazy:
we asked our
customers.«

Dear reader,

As a company, we have changed considerably and achieved a great deal in recent years. However, our desire is to make Raumedic an even better partner to the medical and pharmaceutical industry. We've therefore asked our customers what they expect from Raumedic: the Raumedic quality they've come rely on, innovative, futuristic ideas, and straightforward partnerships. To reflect this, we have changed our brand. It's now clearer, louder and bolder. You can see the result here. I am really impressed and looking forward to everything that's yet to come.

Stefan Seuferling



Why do we actually need a brand?

Markets change, Raumedic is changing – but a strong brand remains. A strong brand drives our company. Our brand is more than just the Raumedic logo and more than just our products and services.

The Raumedic brand determines how our company as a whole is perceived. A brand expresses what a company stands for. It conveys specific qualities and emotions – both internally and to the outside world. In a nutshell: a strong brand embodies the company's identity.

Why are we changing?

Raumedic has undergone significant development in recent years. We want these changes to be seen. We have therefore set out the purpose of the company and the values we stand for. As our branding was starting to look a little dated, we have also reinvented the Raumedic brand.

The brand is made up of various elements comprising the purpose, values, images, colors, logo and much more. These underline who we are and will help us to set ourselves apart from other companies even more in the future.

We develop solutions for life together with people who care.

Our purpose

Our purpose describes the essence of Raumedic. It's the reason why we go to work and what motivates us to do our best every day:

We develop solutions for life together with people who care.

We develop life solutions. We've made it our mission to improve medical care worldwide with our products and services. To achieve this, we search constantly for new approaches and pull together as one.



What defines us?



Reliably safe

You can rely on Raumedic. We've been experts in polymer processing for the medical technology and pharmaceutical industries for almost a century. Our products even helped to make history during the first German heart transplant procedure in the 1950s. Since then, our solutions have helped in the diagnosis and treatment of a wide variety of medical conditions. We are therefore fully aware of our responsibility in the field of international health care.



Leading the future

We think about solutions for tomorrow today. After all, there's nothing that cannot be improved. We believe that curiosity is the key to innovation. We have inquisitive employees who constantly question the status quo and never fail to deliver new solutions. But Raumedic doesn't only develop its own ideas: we also put our customers' products to the test – with a view to making them even better.



Easy to work with

We're easy to work with and we excel when it comes to implementing ideas. Providing reliable information and ongoing feedback is second nature to us. We use feedback from our employees and partners to ensure that we can work together as smoothly as possible. Our goal is simply to make things »work«.

Our values apply not only to the outside world. They are the principles which guide us in our day-to-day work:



Reliably safe

- We keep our promises.
- Any information we provide is based on well-researched facts.
- We work to very high quality standards.



Leading the future

- We think outside the box and are open to new ideas and opportunities.
- We proactively identify opportunities for improvement.
- We keep our knowledge up to date.



Easy to work with

- We're always open to suggestions – from colleagues and external partners alike.
- We provide constructive feedback.
- We seek out new ways to improve our collaborative strength, not only here at Raumedic but also with our customers.

Our logo

The new Raumedic logo has been reduced to the bare essentials. Its curved design makes it appealing yet dynamic. The new figurative mark, the connector, serves as a (graphical and metaphorical) link.



Our connector links our decades of experience with our modern spirit. It links our agile mindset with our corporate culture. And our partnerships with solutions. After all, Raumedic brings people together with the products they need.



Typography

Raumedic is unique. This is also demonstrated by our typefaces: Nexa Heavy for headlines that make bold statements and Nexa Text Light as the functional, practical element in continuous text. This combination offers flexibility yet ensures consistent brand recognition. The striking typefaces underline the individual nature of our new brand and serve as a central design element.



Aa **Aa** Gg **Gg**
Rr **Rr**

Nexa Text Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /,!?&@%,"(...)

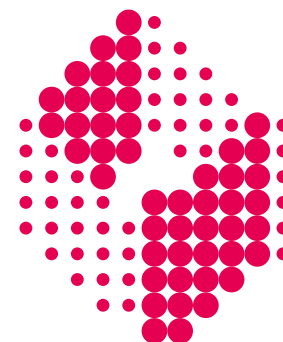
Nexa Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /,!?&@%,"(...)

Typography

Brand code

The brand code is a visual design element which helps people to recognize the brand. Reduced to the basic shape of a circle this element conveys the idea of simplicity in keeping with our »Easy to work with« principle.



Brand code

Colors



safety blue



future red



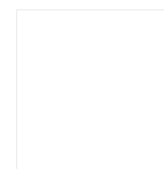
easy berry



staging blue



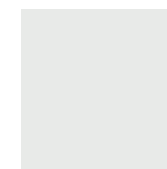
core black



clean white



strong gray



factual gray

Colors help people to recognize us at first glance and spark emotions. Dark blue radiates safety and reliability and represents our roots. The progressive red embodies our courage to explore new avenues. The berry shade bridges the (color) gap between our traditional roots and the road to the future.

Light blue serves as a background in technical imagery and product presentations. The otherwise strong colors are complemented by the functional gray tones.

Colors



Imagery – products

On a product level, we use light blue to aid recognition. The products appear to be floating, thus creating a sense of weightlessness. Our images focus mainly on our materials.

Imagery – people

Raumedic keeps its promises and is receptive to new ideas. This is also reflected in our new imagery. We depict people and situations as they really are. The motifs are carefully chosen but certainly not contrived. Our imagery centers around people and their skills, while illustrating exciting perspectives.



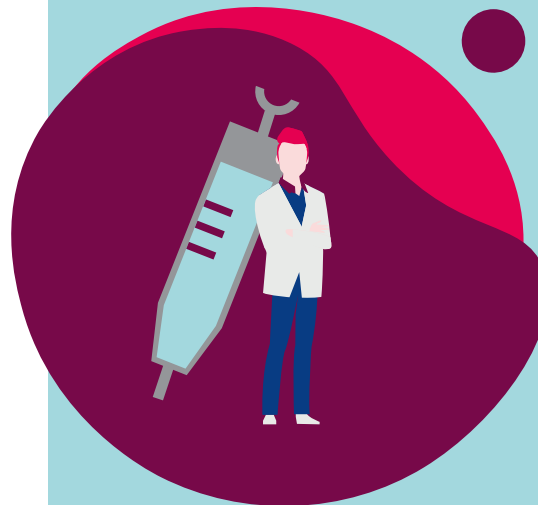
Our icons

The icons feature the figurative mark (connector) from the new logo as a linking element and are thus easily recognizable. They have a clear, simple design which helps to easily convey our message to readers.



Illustrations

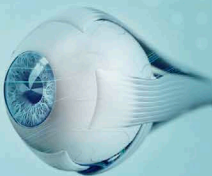
Our illustrations mainly feature large colored areas and consist of soft shapes complemented by a circle. They deliver their content clearly in the new-look branding while at the same time conveying a sense of humanity.



Solutions for life
Partner for the medical, technology
and pharmaceutical industry

Ophthalmologie

Protecting people's vision

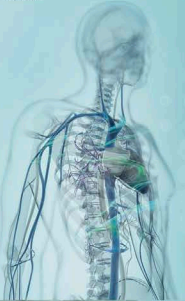


raumedic.com

Solutions for life
Partner for the medical, technology
and pharmaceutical industry

Infusion

Intravenous administration
of liquid drugs




raumedic.com

Safety is
a state
of mind.

Make it simple,
but significant.

Easy to
work with



**Leading
the future**

with polymeric innovations.



raumedic.com

Innovations for life.

**We develop
solutions for
life together
with people
who care.**

Unsere Purpose

Das heißt?

Wir entwickeln Lösungen für das Leben. Dabei haben wir es uns zur Aufgabe gemacht, mit unseren Produkten und Dienstleistungen die medizinische Versorgung weltweit zu verbessern. Um das zu erreichen, suchen wir immer wieder nach neuen Wegen und ziehen an einem Strang.

Unsere neue Marke.

**Reliably
safe**

Raumedic can
be counted on.

Our values

Which means?

- What we promise, we deliver.
- Any information we provide is based on well-researched facts.
- We set high standards for the quality of our work.

Our new brand.

**Easy to
work with**

Smooth
cooperation,
strong
implementation.

Our values

Which means?

- We're always open to feedback – from colleagues and external partners alike.
- We provide constructive feedback.
- We seek out new ways of increasingly improving cooperation, not just here at Raumedic but also with our customers.

Our new brand.

**Developing
medical solutions
for tomorrow**



Solutions for life.

**For life together
with people who
care.**

We develop solutions
for life. Ready to break new
ground?



raumedic.com/career

Start your career.

let's connect!

let's connect!

let's connect!

let's connect!

