

**carefully defined identity  
> stronger brand**

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**P&K**

Who we are, what we do, what we believe in, what are we pursuing for, what is sacred for us, what makes us unique, what makes our business relevant for the world, what motivates us every day, what is the problem we solve, to whom and how, what makes us proud about ourselves, and what is the purpose of our existence?

**P&K**

**Define  
Design  
Adapt  
Lead**

**P&K**

**Identity is leadership**

**P&K**

A carefully defined identity is a tool that you can use to manage all your internal and external activities – and systematically lead your company to the desired direction.

**P&K**

It is the crystallization of all your operations and business objectives. **It is the company's DNA (The Big Idea).** It is an inspirational story about the company's strengths, which everyone can tell in their own words, in which everybody believes, and behind which the entire organisation is standing.

**P&K**

You cannot lead without a defined identity!

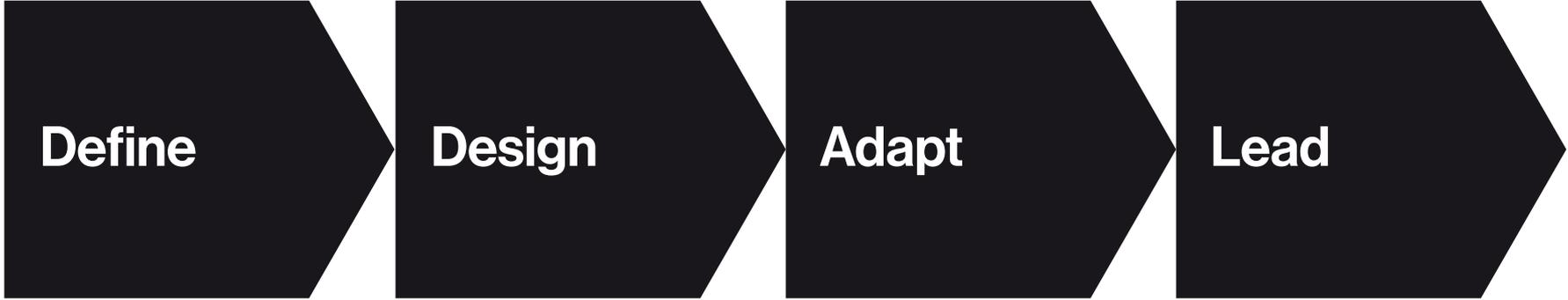
**P&K**

To build a strong corporate identity is probably the most profitable investment any company can make.

**P&K**

There is no shortcut to crafting a strong corporate identity.

**P&K**



**Define**

**Design**

**Adapt**

**Lead**

**P&K**

Can the company succeed without a strong and unique identity?

**P&K**

No. In the accelerating global competition, digitalization and media landscape fragmentation, your company must have a strong identity, a clearly recognizable visual look as well a differentiating story. And it must be reflected in everything you do.

**P&K**

## **Case: Premix Oy (2011)**

Manufacturing and global sales of electrically conductive plastic raw materials.

**Generic logotype not making any difference**

Not telling about our expertise

Not telling that we are a creative company

Not telling that we have unique products

**PREMIX**  
*LET'S MAKE A GOOD MIX*

# Marketing

Technical information

Technical features

Customers products

Blue color



## Front page

Factory photo

Solution provider tagline

Technical product information

Customers products

The screenshot shows the PREMIX website front page. At the top left is the PREMIX logo with the tagline "LET'S MAKE A GOOD MIX". At the top right is the "SOLUTION PROVIDER" tagline with the subtext "FOR CONDUCTIVE & STATIC DISSIPATIVE PLASTIC APPLICATIONS" and flags for the UK and Germany. A blue navigation bar contains links for Home, Company, Conductive Plastics, Plastics for Electronics, Other Products, Case Studies, News, Contacts, and Glossary. Below the navigation bar is a factory photo. A "Latest News" sidebar on the left lists three news items: a new Managing Director appointment (15.02.2011), a presentation at IPC APEX EXPO (31.01.2011), and an exhibition (26.01.2011). Below the news is a search bar and a blue abstract graphic. At the bottom left is an ISO 9001 certification logo from DNV. The main content area features a "UNIQUE PLASTIC SOLUTIONS" section with text about the company's role as a global supplier and its research and development. This is followed by a section on "Electrically Conductive Plastics – TAMING THE CHARGE" which discusses various conductive fillers and applications. The final section is "High Frequency Solutions - CHALLENGING THE FUTURE" which mentions products like PREFLEX, PREBOARD, and PREPERM. On the right side of the page, there are three images: a collection of black plastic pins, a bundle of black cables with connectors, and a white USB cable.

**PREMIX**  
LET'S MAKE A GOOD MIX

**SOLUTION PROVIDER**  
FOR CONDUCTIVE & STATIC DISSIPATIVE PLASTIC APPLICATIONS

Home Company **Conductive Plastics** Plastics for Electronics Other Products Case Studies News Contacts Glossary

**UNIQUE PLASTIC SOLUTIONS**

PREMIX Group is the leading global supplier of electrically conductive plastics and other unique plastic solutions. Our products are widely used in different applications in e.g. **Automotive, Chemical, Construction, Electronic, Medical and Mining industry.**

Research and product development, coupled with close cooperation with the customer, are key elements in our way of operating. This enables innovative and reliable plastic raw material solutions for our customers' product concepts.

**Electrically Conductive Plastics – TAMING THE CHARGE**

Electrically conductive plastics are primarily used in **ESD, ATEX** and **Metal Replacement** applications.

The conductive plastic range today covers compounds based on various conductive fillers. Carbon black based **PRE-ELEC**® compounds and concentrates obtain excellent price-performance ratio whereas **PRE-ELEC**® **ESD** grades with inherently dissipative polymer can be used in applications where non-sloughing, low outgassing or clean room requirements are of the essence.

**High Frequency Solutions - CHALLENGING THE FUTURE**

**PREFLEX, PREBOARD** and **PREPERM** are the answer to the electronics industry's desire for recyclable, next generation materials for economical, flexible or rigid circuit boards and compact multiple antennas e.g. in mobile phones.

ISO 9001  
DNV  
CERTIFIED ORGANISATION

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# Competitors

The whole market is acting the same

The screenshot shows the homepage of LATI High Performance Thermoplastics. The header features the company logo and the tagline "Compounding Solutions". Below the header, there are several sections: "RECENT NEWS" with a date of 22.02.2011, "EVENTS" with a table listing dates and locations, and "PRODUCTS" with a section for "UL REINFORCED MATERIALS". The website is designed with a blue and white color scheme and includes a navigation menu at the top.

The screenshot shows the homepage of SABIC. The header features the company logo and the tagline "SABIC Group". Below the header, there is a large image of a man in a white thobe and ghutra, with the text "Body Temperature & T100 Steel Keep him Cool". The website is designed with a blue and white color scheme and includes a navigation menu at the top.

The screenshot shows the homepage of RTP Company. The header features the company logo and the tagline "YOUR GLOBAL COMPANIES OF CUSTOM ENGINEERED THERMOPLASTICS". Below the header, there are several sections: "ENGINEERED PLASTIC COMPOUNDS", "WHAT'S NEW", "HOT TOPICS", and "INTERACT WITH RTP COMPANY". The website is designed with a blue and white color scheme and includes a navigation menu at the top.

The screenshot shows the homepage of Polyplast Compound Week. The header features the company logo and the tagline "Polyplast Compound Week". Below the header, there are several sections: "Decelith", "Saxene", "Saxomer", "Onprolit", and "Onprolit". The website is designed with a blue and white color scheme and includes a navigation menu at the top.

## Identity cornerstones

These 3 big themes we trust



## Our trust will create happy clients

This is our brand promise



WE **CARE**

+



WE **CREATE**

+



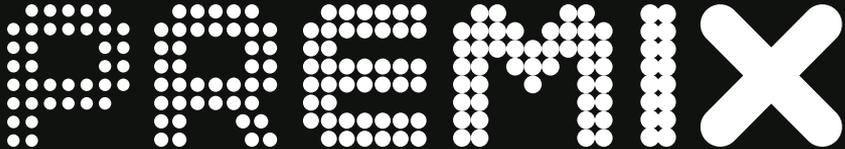
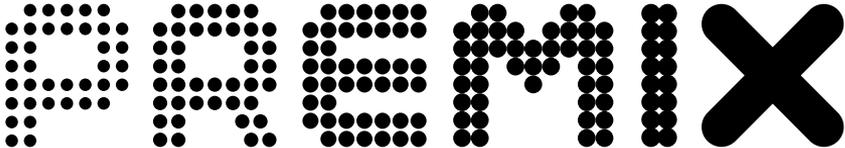
WE ARE **COMMITTED**

>



HAPPY **CLIENT**

New unique logo to make a difference



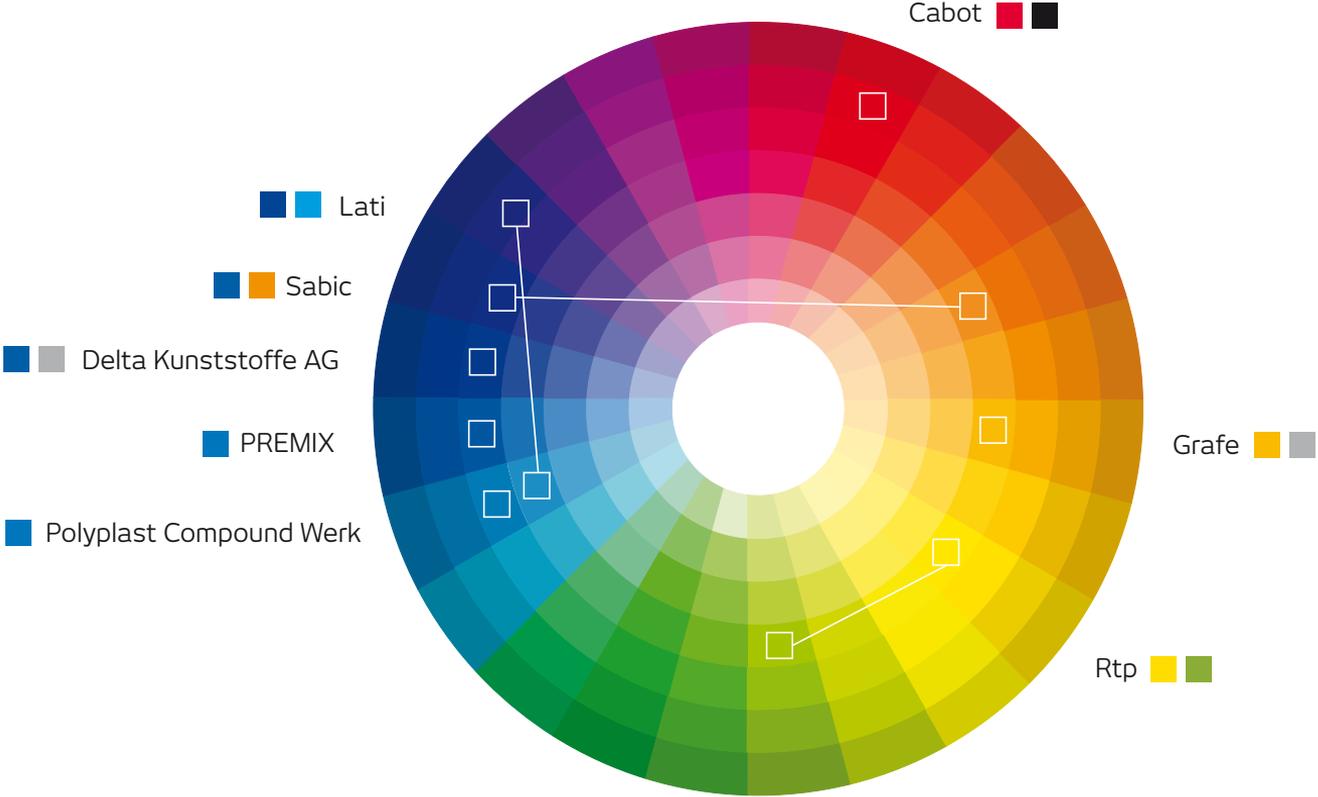
Personal and clear typographic style to make a difference

Making your products more unique

**LET'S MAKE**

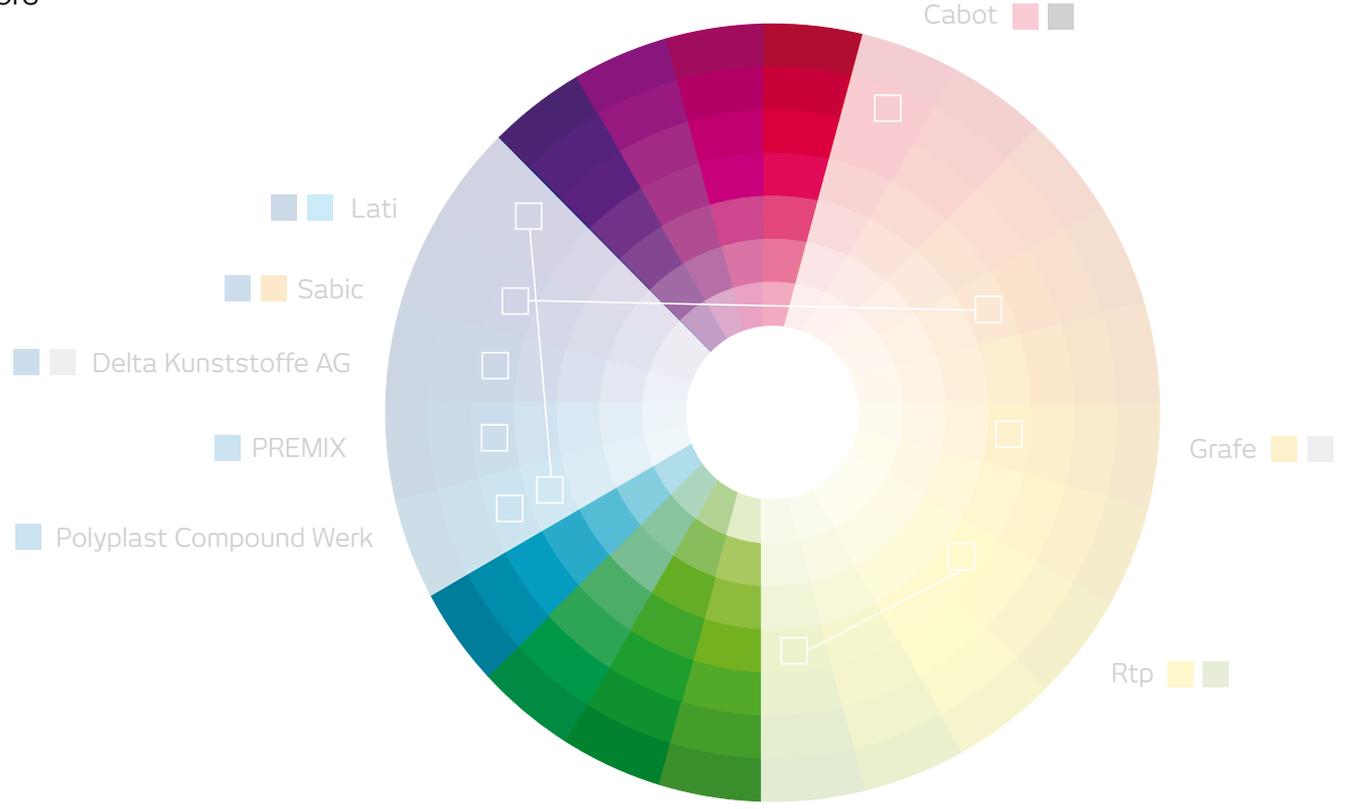
**A GOOD MIX**

# Competitor color landscape



# Competitor color landscape

"free colors"



# Selected corporate colors to make a difference

Four color harmony



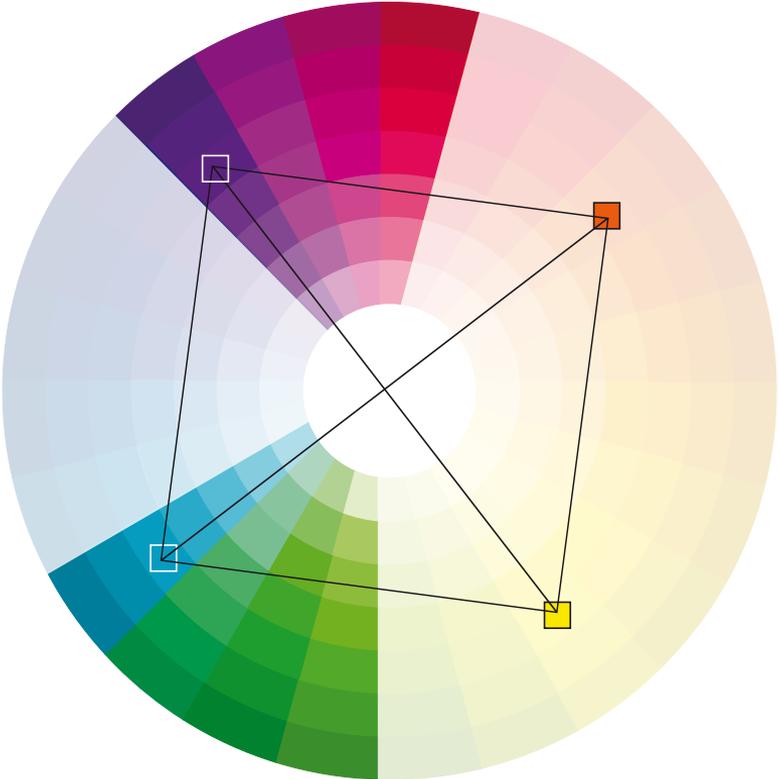
Corporate color



Main illustration colors



Complement colors



**Creative granule pattern illustrations to make a difference**

We have innovations  
We have unique products  
We have great expertise



**Black & white photos to make a difference**

We have a human touch

We are easy to get along with

We are professionals

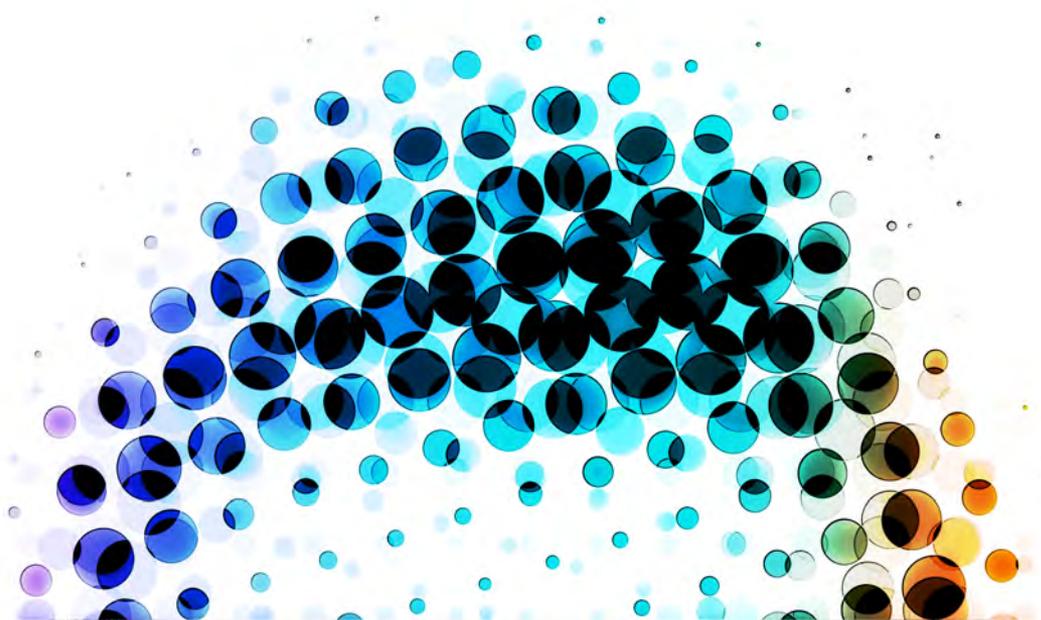
We are different



## Brand photo concept to make a difference

We are creative people

We are a creative company



**Brand photo concept to make a difference**

We are faster than the others

We are one hour ahead



**Brand photo concept to make a difference**

We have a personal touch in our service



## Brand photo concept to make a difference

We have unique products

We have great stories to tell



# LET'S MAKE A GOOD MIX

We care about your business, are creative in finding the right solution and will commit to building a customer relationship. We think this is a good mix.

Got interested? [Contact our sales to learn more](#) →



## PREMIX GROUP

The leading global supplier of electrically conductive plastics and other unique plastic solutions. Our products are widely used in different applications in e.g. Automotive, Chemical, Construction, Electronic, Medical and Mining industry.

[Get a closer look at us](#)

## TAMING THE CHARGE

Premix is now the number one European supplier in conductives. Several partners around the world make it possible to give our customers first-rate service irrespective of their geographical location. We are on a fast growth track with a stable operation.

[See how we carry out our promises](#)

## CHALLENGING THE FUTURE

PREFLEX films combine outstanding dielectric properties, good heat stability, low water absorption and chemical resistance in a way not available before. Typical applications include flexible printed circuits, printed electronics and other uses.

[Learn more about our research](#)

Premix at Plastic Pressure Pipe 2011 Conference in Düsseldorf on February 23-24!

[MORE NEWS](#)

🔍 Search the premix.fi website

PREMIX

Headline

www.premixgroup.com

High Tech -liiketoiminnassa läpimurto  
markkinoilla vuonna 2011



PREMIX

www.premixgroup.com

STRATEGIC BUSINESS UNIT 2:  
Challenging the Future

PREMIX

LET'S MAKE A GOOD MIX

PREMIX

**TAMING THE CHARGE**  
Controlling Static Electricity with  
Conductive and Dissipative Plastics



www.premixgroup.com

High Tech -liiketoiminnassa  
läpimurto vuonna 2011

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PREMIX

PREMIX

Thank You.



*We offer just one product. A solution. Generating the solution for you. Ask the way of existing is difficult, an extra indication for our standards. We share the objectives, but the challenge is ours.*

**PREMIX IS THE LEADING SPECIALIST IN ELECTRICALLY CONDUCTIVE PLASTICS AND OTHER UNIQUE PLASTIC SOLUTIONS FOR A WIDE RANGE OF APPLICATIONS. WITH OUR KNOWLEDGE, UNDERSTANDING OF THE CUSTOMER NEEDS AND PROVEN PRODUCTION ENABLES, WE DELIVER INNOVATIVE AND RELIABLE PRODUCT CONCEPTS.**

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*"Carbon black is our friend which we know well. Over the years we have come across many different carbon black types. And we have built our equipment and working environment to disperse carbon black in best possible way."*



**NEW CONDUCTIVE COMPOUNDS**

**Electrical discharge (ESD)**

**Metal Resistance**



...new product. A solution. Generating  
...Our way of working is based  
...members. We share

**ELECTRICALLY  
CONDUCTIVE COMPOUNDS**  
AUTOMOTIVE INDUSTRY

**PREMIX**



...new product. A solution. Generating  
...Our way of working is based  
...members. We share

**ELECTRICALLY  
CONDUCTIVE COMPOUNDS**  
CHEMICAL AND  
MINING INDUSTRY

**PREMIX**



...new product. A solution. Generating  
...Our way of working is based  
...members. We share

**ELECTRICALLY  
CONDUCTIVE AND STATIC  
DISSIPATIVE COMPOUNDS**  
ELECTRONICS INDUSTRY

**PREMIX**



...new product. A solution. Generating  
...Our way of working is based  
...members. We share

**ELECTRICALLY  
CONDUCTIVE AND STATIC  
DISSIPATIVE COMPOUNDS**  
MEDICAL INDUSTRY

**PREMIX**



...new product. A solution. Generating  
...Our way of working is based  
...members. We share

**ELECTRICALLY  
CONDUCTIVE PLASTICS**  
LET'S MAKE A GOOD MIX

**PREMIX**



...new product. A solution. Generating  
...Our way of working is based  
...members. We share

**PRETECH**  
HIGH PERFORMANCE PPE

**PREMIX**



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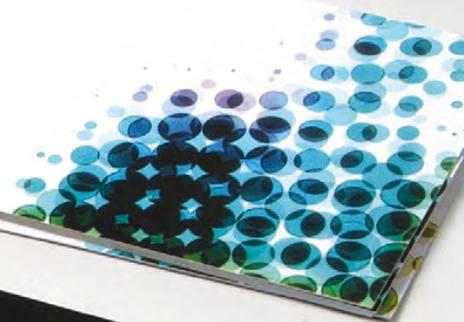


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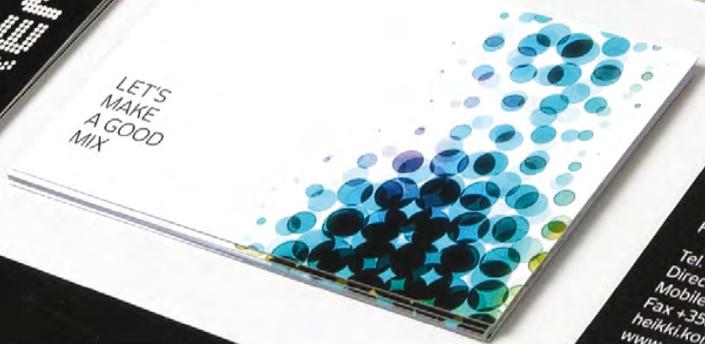
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P A S E M I X

LET'S MAKE A GOOD MIX

We are a bolder and more confident company than before in all our operational levels. We have become an interesting company. We have won new clients in places where we would not have gone earlier. Clients and partners trust in us. We have set a clear direction for us and we are going ahead with a good spirit.

**Hanna Ristola**

Managing Director, Premix Oy

**P&K**

**Turnover 2011**  
EUR 22 million

**Turnover 2015**  
EUR 32 million

**P&K**



**P&K**



P&K



**P&K**



**P&K**