

Press release



Roermond, 17 May 2011

Rockwool B.V.

P.O. Box 1160
6040 KD Roermond
The Netherlands
T +31 (0)475 35 30 10
F +31 (0)475 35 35 66
E info@grodan.com
www.grodan.com
Chamber of Commerce
Roermond 13014428

New, international campaign distinctively positions market leader

GroTeam is the new 'face' of Grodan in campaign

Grodan is launching a new, international advertising campaign. The starring role in this campaign is reserved for: the GroTeam, a team of four professionals who each represent a particular specialism of Grodan. The four main characters are fictitious, but they do communicate what the real professionals at the company stand for.

The new campaign is not being introduced as a stand-alone element. Its launch fits in the new strategy of this market leader to really make a long-term difference with sustainability in the horticultural sector. To offer a sustainable product that helps customers grow sustainably. Hence the focus on Precision Growing, the most efficient and effective form of growing, whereby a minimum input is used to generate maximum output.

So it is up to the GroTeam to convey the passion of Grodan, Precision Growing and the sustainable solutions in a powerful and personal manner. The campaign can justifiably be labelled remarkable: four specialists, who could easily be mistaken for 'real' Grodan employees, feature in all the communication, from advertisements, films and websites right up to the promotional material for trade fairs. Michael is a Business Innovator, Anna is a Sustainability Manager, Richard is a Technical Advisor and David is a Researcher and Developer.

International profile

The GroTeam has been given an international profile to reflect the Grodan organisation. The four team members will be featuring more prominently in the time ahead via various media channels. Grodan would like to stress that the team will not be appearing in person at trade events and similar occasions, in personal communication the real Grodan professionals will continue to play the leading role. To find out more about Michael, Anna, Richard and David, visit the Grodan website: www.grodan.com

Image caption: GroTeam, the new 'face' of Grodan

Corporate information:

Grodan supplies innovative cultivation solutions for the professional horticultural sector, consisting of a combination of clean and steerable stone wool substrate, advice and consultancy services. These solutions are mainly applied for the cultivation of vegetables and flowers, such as tomatoes, cucumbers, sweet peppers, aubergines, roses and gerberas.

Grodan, founded in 1969, is active in more than sixty countries worldwide. The head office is located in Roermond, the Netherlands.

For more information:

Leilah Thiant, Communication Manager

Tel: + 31 (0) 475 357481, e-mail: leilah.thiant@grodan.com, www.grodan.com