



PUBLICATIONS – INHOUSE

**INEOS** Olefins & Polymers Europe

**SALES BROCHURES**

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GWA 2019 – FINALIST

**INEOS**  
THE WORD FOR CHEMICALS

# OUR PRODUCTS AND APPLICATIONS

INEOS Olefins & Polymers Europe is one of the biggest businesses within the INEOS Group. From a broad technology base we produce polymers specifically tailored to provide high value solutions to customers in our chosen market sectors. Due to our diverse heritage, many different technical brochures and flyers existed addressing B2B customers. As these are “the” selling material for the technical and commercial sales teams, an effort has been taken on to unify the manifold brochures: 28 pocket-size flyers with the format 105 x 210 mm were created to reflect the INEOS ethos and style: pragmatic, factual, not glossy, no-nonsense.

**Our products are found in industries and applications as diverse as:**

- / Automotive components including body panels, tyres and fuel tanks
- / Food packaging – containers and films
- / Bulk liquid containers and tanks
- / Leisure and sports equipment
- / Pipes - which carry everything from water to gas
- / Caps and closures for bottles and containers
- / Telecommunications and entertainment equipment
- / Fibres and textiles
- / Housing and construction
- / Power transmission cables and equipment
- / Medical equipment



[ineos.com/businesses/ineos-olefins-polymers-europe/company](https://www.ineos.com/businesses/ineos-olefins-polymers-europe/company)

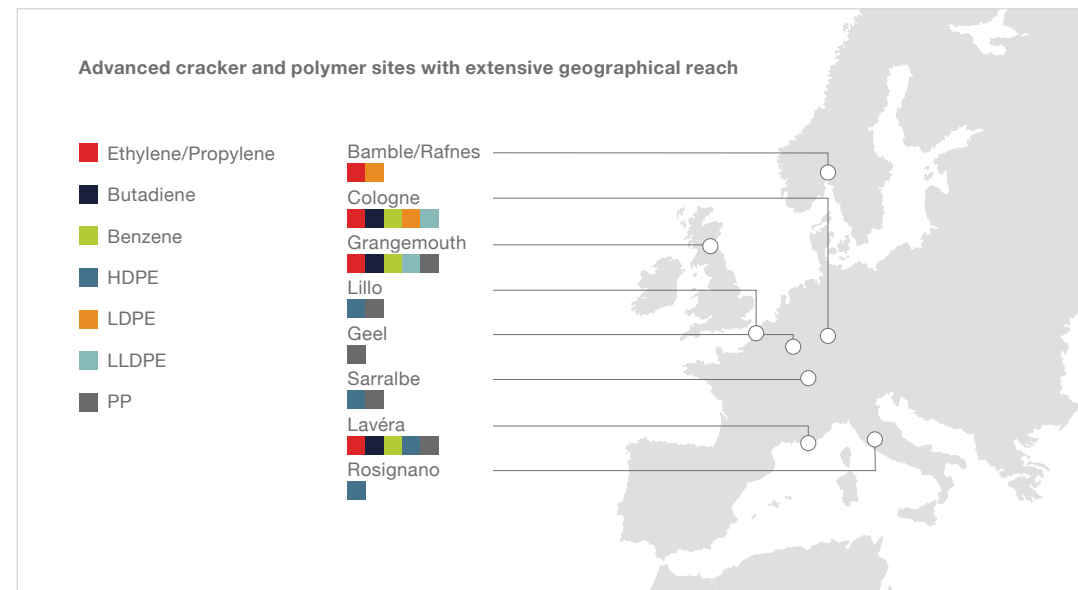
# DIVERSITY OF SITES AND HERITAGE

INEOS Olefins & Polymers (O&P) Europe is a leading European producer of olefins and polyolefins, with a personnel of 3,700 people across Europe: O&P Europe UK with the site Grangemouth (UK), O&P Europe North with the sites Bamble and Rafnes (Norway), Cologne (Germany), Lillo and Geel (Belgium), and O&P Europe South with the sites Lavéra and Sarralbe (France) as well as Rosignano (Italy). The pedigree of these businesses is diverse and includes the following companies: BP, Innovene, Noretyl, Solvay, Amoco, Borealis and Erdölchemie.

The opportunity was to present the O&P business in a concise and unified way to our customers – under the umbrella of INEOS reflecting the INEOS O&P Europe's vision and values:

- / Best in class safety performance
- / Excellent customer service
- / Ethical behaviour and business integrity
- / Continued reinvestment to grow our business

The geographical area, where the business sites are located, is Europe, addressing major industrial customers globally. The objectives for the re-design and the new production of the B2B flyers were: obeying the corporate identity guidelines, consistency in appearance and design, accurate scientific information (facts & figures) hence visual attractive pocket-size flyers.



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# DIFFERENT APPROACH

In a first attempt in 2010, we had to make ourselves familiar with what written literature has been used and in place so far. Taking into account the multiple heritage of the O&P Europe business, there were a lot of different ways to approach B2B customers according to the CI of the former company – from books to glossy brochures and magazines to multi-page flyers that were least appealing and overwhelmed “letter deserts”. Only changing the logo was not the solution. It was clear that from a communications point of view there was no consistent approach to address customers. Furthermore, the material was very technical – monotone, text overloaded, showing not self-explanatory charts, etc. According to Eurostat, a survey of people aged from 20 to 74 in 15 EU countries between 2008 to 2015 found that the average time spent reading books ranges from 2 minutes a day in France to 13 minutes in Estonia.

Transferring this fact to technical literature, one can assume, that people are less and less willing to read lengthy brochures with in-depth technical explanations. They are looking for clear, concise, factual and strong information, yet appealing in design. In our visual determined world, photos, illustrations and a well-structured design are becoming increasingly important. Covers of brochures need to be catchy in order to receive attention, yet technical and legal requirements also need to be taken in, but in a balanced way.





# THE CONCEPT

The communications and design objectives were:

- / B2B customers should immediately recognise the business  
INEOS Olefins & Polymers Europe
- / The design should reflect the fact that the business is part of the  
INEOS Group
- / The title of the flyers should always be the same: “Your Partner in...”  
showing the approach of INEOS Olefins & Polymers Europe with its  
customers: on eye-level
- / The format should always be 105 x 210 mm
- / The cover and the back should always be designed in the  
same way giving an introduction on the topic and market plus  
providing legal information

Manufacturing approximately 2.5 million tons of polyethylene per annum, this large polymer business serves the following five industry sectors that cover many everyday applications:

- / Construction & Durables (5 flyers)
- / Liquid Food Packaging & Medical (8 flyers)
- / Film (5 flyers)
- / Advanced Packaging Applications (9 flyers)
- / Services & Solutions (1 flyer)

# DESIGN DECISIONS

First of all, we needed to identify a reasonable format (one format for all), easy to take along in one's breast pocket, especially when using flyers at trade fairs and for customer visits. The creative solution was to define the format (105 x 210 mm which is 1/3 of a DIN A4 horizontal page), stick to it, but being flexible with regards to the number of pages. The smallest flyer has 6 pages, the most comprehensive flyer has 24 pages (booklet). So some of the flyers are normal fold, some are leporello fold, some letter fold and some are bound to booklets.

The difficulties we encountered were, to find the balance between the right amount of in-depth scientific information, the very technical approach by the R&D personnel and the communications effort and knowledge of “less is more”. With every folder (and there are now 28 flyers produced and constantly updated) it was always a new challenge of bringing a lot of charts and tables into the limited format of the flyers as the essential information had to be there anyhow.

Future challenges:

- / Adapting once again the flyers to reflect the refreshed INEOS corporate identity guidelines
- / Trying to implement more photos of people and less product and application photos



# MANY APPLICATIONS – ONE FORMAT

The flyers are “the” selling material for our sales staff, our technical staff and our distributors around the world. Our customers rely on the scientific and profound knowledge that is the content of these flyers. We are very proud that the creative idea we had almost ten years ago starting with one flyer, designing and producing these pocket-size flyers and sticking to our concept proved to be really successful. With these flyers, every year the INEOS Olefins & Polymers Europe business sells 2.5 million tons of tailored polymers to customers and industries around the world who produce a wide range of products – from long-lasting pipes to car fuel tanks, from wires & cables to toys, from caps & closures to liquid food packaging, from pharmaceutical applications to textiles, from milk bottles and fibres to wood plastic composites – all products that make our modern life possible and comfortable. The costs for the flyers are approx. between 1 to 1.50 Euros per flyer, including design, art work, photos and printing. Our customers know we put every effort in producing polymers of highest quality, not wasting money on glossy brochures.



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# THANK YOU!

© Dr Anne-Gret Iturriaga Abarzua, Head of Communications at INEOS in Cologne

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