



## **VOWAclassic**

... that's what we called our new stock collection. For the first time, it includes cross-segment products from VOWAled, VOWAcar and VOWAtec. Classically good and classically proven, combined with innovations - a product range for a wide variety of uses, ideal for the area of car upholstery and technical upholstery as well as for the maritime and outdoor areas. This stock range will also be available in rolls in the course of the 2nd quarter of 2021. You will receive further, detailed information in good time before the new collection starts on sale.



## **The trade fairs Heimtextil and Techtexsil...**

... will not take place again until next year. For our company, this means a lack of meetings with customers and new contacts. Business trips are also not possible in the ongoing pandemic. Video and telephone conferences do not completely replace face-to-face meetings. Nevertheless, our sales team is always available for you and your questions in order to discuss our products and coating options. Give us a call or take a look at our homepage [www.vowalon.de](http://www.vowalon.de) as well as in social media on Facebook, Twitter and Instagram.



## **The B2B online ordering system is created...**

... and with it we want to further improve our customer service. The new platform will contain our extensive range of stock items, clearly displayed according to collection, purpose and order number. Thus, the desired article can be selected and ordered straight away. The digital processing of the colour variants has already been implemented, as can be seen in the photo on the left as an example. After a successful test, this variant will be activated in the summer and the relevant customers will receive their personal access data in advance.

## **Price increases and shortages of raw materials**

The increasing price increases and shortages in the raw materials sector fill us with great concern. Almost every day, we receive reports of logistical capacity bottlenecks, combined with sometimes drastic increases in freight rates. In addition to monetary effects, this also has consequences for production control and the provision of goods. For us as a coating company, this means an extraordinary burden across the entire raw material and supplier chain of our products, starting with coating media, such as paper and textile laminates, to PVC, plasticisers, surface finishing systems and laminating foams. This does not exclude increases in energy costs, which make an additional significant contribution to production and transport. Based on this difficult situation, the lead times for raw material procurement and thus also the delivery times for the coatings or laminations delivered to you will increase, especially in the 2nd quarter of 2021.