

## OUR CORPORATE OFFICE

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## HPS SCHÖNOX ANNOUNCES NEW BRAND CAMPAIGN

### Ön It Brand Campaign to launch in 2018

Florence, AL – January 18, 2018



HPS Schönox strives to provide unparalleled support and advanced flooring solutions. Their 2018 brand campaign, Ön It will show that HPS Schönox does business differently and is committed to doing it right.

The campaign will debut this month on all the company's advertising, branding and marketing collateral, as well as internal and external communications. They will kick off at both World of Concrete and The International Surfaces Event in Las Vegas.

The mission of HPS Schönox is to move the flooring industry forward through innovation, solutions and service. "Our passion for science and technology combined with our experience and expertise in construction helps to build better floors, better spaces, better relationships and better communities," said HPS Schönox Principal Thomas Trissl.

The new campaign aims to communicate the HPS Schönox difference to its audiences with the following messages:

- "When you need the most technically advanced subfloor systems in the industry, Schönox is Ön It"
- "When you have questions about how to level a floor from hell, our team is Ön It"
- "When you're up against an insane deadline, count on us to be Ön It"
- "Wherever you seek innovation, reliability and lasting results, we're Ön It"

"HPS Schönox is the flooring expert that's ready to listen, learn and work side by side with you," said Trissl. "That's why for everything you put into your job, you need Schönox Ön It."

The campaign creative was jointly developed by HPS Schönox and partner agency Luckie & Company. The team worked to reposition the brand, build brand identity and execute the new campaign.

"This was one of those times when the right client and the right opportunity came together to create an 'aha!' moment for us," said Brian Conley, Director - Strategic Engagement at Luckie. "There's nothing in the marketplace like Schönox products, and we're excited to launch something that will position HPS Schönox several levels above its competitors. With strong sales and distribution already in place, we anticipate tremendous growth for the brand."

For more information on HPS Schönox **Ön It** campaign, check out [hpsubfloors.com](http://hpsubfloors.com).

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## About Luckie & Company

With offices in Atlanta and Birmingham, Luckie is a marketing agency that specializes in the human experience. We use behavioral and data science to develop powerful insights that inform and inspire our story crafting. Then, with a combination of content marketing, CRM, traditional and digital media, and award-winning creative, we help brands find innovative ways to own the customer journey. Today, we're happy to partner with these great clients to help them get closer to their customers and make the most of their marketing dollars: GlaxoSmithKline, Regions Bank, Piedmont Hospital, Marriott, Little Debbie, Express Oil Change, Alabama Power and Williamsburg, Va. To learn more about our marriage of science and creativity or just to connect with one of our super-talented Luckie humans, check us out at [luckie.com](http://luckie.com).

## About HPS Schönox

Schönox HPS North America, a business unit of HPS North America, is a customer-oriented, entrepreneurial, high-tech company that specializes in building materials suited for new buildings as well as for renovation. Innovative materials include primers and moisture mitigation systems, subfloor repair products, floor leveling compounds, adhesives, and waterproofing materials for installing all types of floor coverings. For more information about Schönox products and Schönox, HPS North America, Inc. contact Kathleen Edwards at [kedwards@hpsubfloors.com](mailto:kedwards@hpsubfloors.com), call Toll free 855.391.2649 or visit [www.hpsubfloors.com](http://www.hpsubfloors.com).