



WE ARE ALL
A PART OF THE
DIAB BRAND



YOU ARE DIAB!

We are all Diab. Together we are developing stronger, lighter and smarter core materials that make our customers' products more competitive and sustainable. And we help our customers create the best solution possible by offering them our industry-leading knowledge and service. We believe we have an important part to play in making the world more sustainable. In this book / hand book you can read about who we are, what we stand for and how we communicate with the world. Because, when we all act in the same way, say the same things and promote a common image of what Diab stands for, we create a strong presence in the market and get engaged customers that recommend us to others.

To achieve that, we must all work together, respect each other and use our knowledge. It's when we are all moving in the same direction that we create a force strong enough to create an impact.

And remember, every time a customer interacts with you, they also interact with Diab. That's why it's important that you try make their experience as positive as possible.

WHY DIAB?

We love to help our customers to find smart solutions and make the world more sustainable. We do it by providing solutions that are stronger, to last longer, lighter, to save weight and energy resources, and smarter - to be more intelligent in use. We always strive to develop new ways our material can be used to contribute to a more sustainable world.

OUR VISION AND MISSION

Our vision is a source of inspiration that gives us an image of where we are heading and that stimulates us to always do our best. It gives us clear guidance when we make decisions, and it inspires us to help make it come true.

OUR VISION

Enabling everybody to create sustainably by leading the structural core innovation.

If our vision is about the future, our mission is about the present. And if our vision is an inspiring goal, our mission is about how we'll get there. Our mission defines the purpose and direction of our business and describes what we do.

OUR MISSION

Every day we challenge ourselves and use our experience, expertise and creativity to make stronger, lighter and smarter core solutions.

OUR VALUES

Success is all about teamwork. Teamwork where every individual contribution has the same value. Because it is with commitment, involvement, dialogue and feedback that we can reach our common goals. But to achieve that, we must all share the same values, work together, respect each other and use our knowledge. It's when we are all moving in the same direction as One Diab that we create a force strong enough to create an impact. That's why we have four core values. They are the soul of our company and describe how we relate to our customers and each other.



SAFETY

Safety for people always comes first. Simply put, no one should get hurt while working at Diab. Together, we all take responsibility for each other's safety.



CAN-DO

Each one of us is responsible for driving improvement. With a positive, productive approach to work, we take personal initiative - empowering ourselves, our coworkers and our company.



RELIABILITY

We keep our promises, both to each other internally and to our customers, partners and others externally. We work for a sustainable society, our work ethic is strong and we prove it every day.



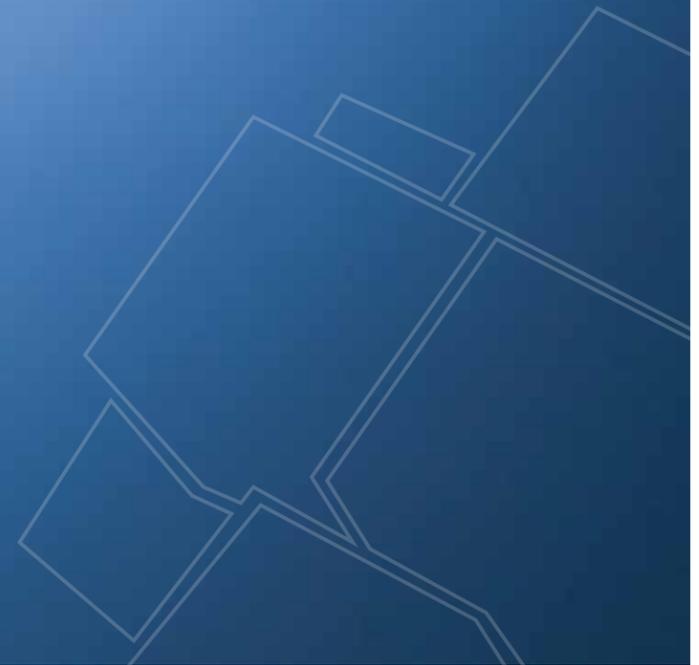
EFFICIENCY

Efficiency and high performance are distinctions of our culture. With clear organization, we make sure that we do the right things at the right time with the right speed.

OUR POSITION

Positioning is an overall strategy that aims to make the brand occupy a distinct position, relative to competing brands, in the mind of the customer. To make it clear how we differentiate ourselves from our competitors in the market, our positioning statement describes what makes us unique.

Diab is the flexible, reliable, customer focused partner offering leading knowledge and a comprehensive range of high-quality core materials.



OUR VALUE PROPOSITION AND PROMISE

Our value proposition describes the benefits we offer our customers, the values we add and how we can solve our customers' problems and challenges.

OUR VALUE PROPOSITION

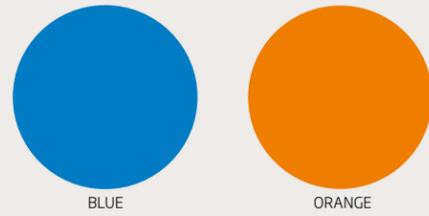
Offering industry-leading competence together with stronger, lighter, smarter materials, we are at the core of your solution.

Our promise is a shorter description of our value proposition and is the essence of what we deliver to our customers every time. It's a compelling, believable and memorable way of stating what we offer.

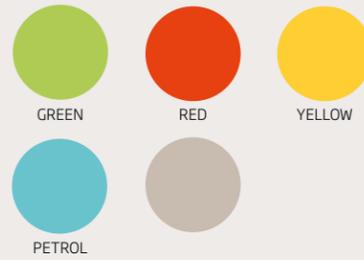
OUR PROMISE

Always at the core of your solution.

PRIMARY COLOURS



SECONDARY COLOURS



PRIMARY TYPOGRAPHY

SOHO LIGHT
SOHO REGULAR
SOHO MEDIUM
SOHO BOLD

TOP LEVEL IMAGES



SEGMENT IMAGES



PRODUCT IMAGES



DESIGN ELEMENT



LINES



FADE



CUT OUT

ICONS



WIND

MARINE

AEROSPACE

INDUSTRY

SUSTAINABILITY

PRODUCTS

EXAMPLES



CORPORATE ADVERTISING



SEGMENT ADVERTISING



PRODUCT ADVERTISING



CORPORATE BROCHURE



CORPORATE BROCHURE, EXAMPLE SPREAD



CORPORATE BROCHURE, EXAMPLE SPREAD



SEGMENT BROCHURE



PRODUCT BROCHURE

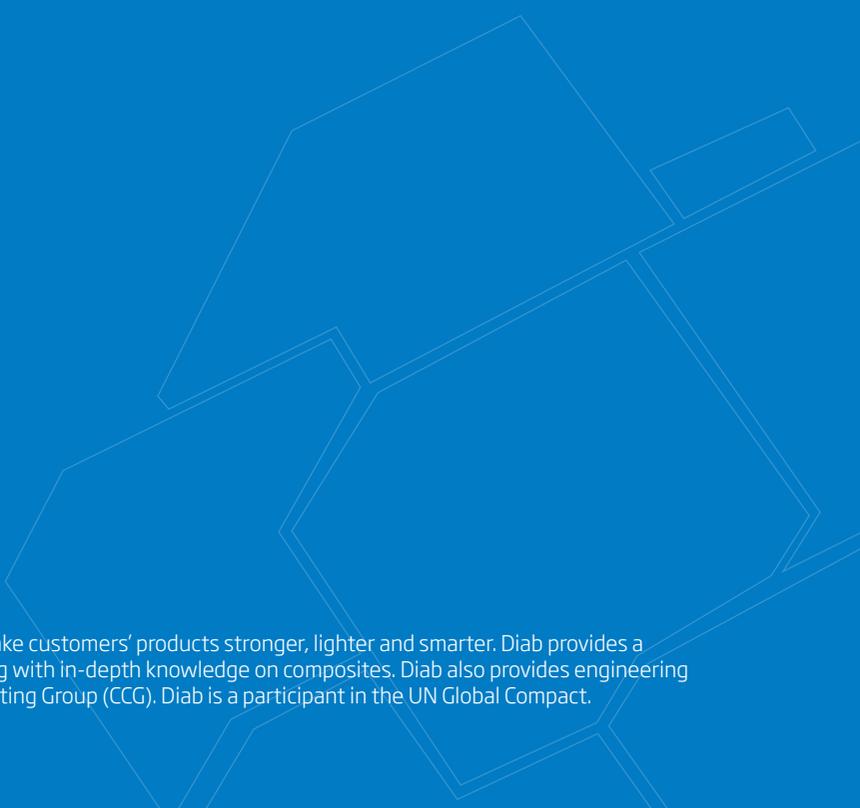


WEB



Diab Group
Drottninggatan 7, 5th floor
252 21 Helsingborg, Sweden

Tel +46 (0) 430 163 00
E-mail: info@diabgroup.com

An abstract geometric pattern consisting of several overlapping, irregular white outlines of polygons and lines, located in the bottom right corner of the page.

Diab is a world leader in sandwich composite solutions that make customers' products stronger, lighter and smarter. Diab provides a range of core materials, cost-effective kits and finishings, along with in-depth knowledge on composites. Diab also provides engineering services for composite technology through Composites Consulting Group (CCG). Diab is a participant in the UN Global Compact.