

Pass the popcorn, please!

Concise, emotional, dynamic, and very cool – the new corporate movie of the international RAMPF Group is now online

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Grafenberg, May 24, 2017. 23 days of filming, more than 30 locations, and 1.2 terabytes of data: The company's employees, the film crew, and a “Parcour and Freerunning athlete” gave their all for the new corporate movie which can now be viewed on the RAMPF Youtube channel.



In view of a movie duration of 2:09 minutes, the thought of making popcorn may seem a little exaggerated. But it is worth it – because the new RAMPF corporate movie can be viewed several times without a hint of boredom.

What is RAMPF? How can the story of the international group be told authentically and entertainingly?

These questions were at the center of an exciting project, the goal of which was to create something new and unique. “Short, concise, emotional, and dynamic: That’s how we wanted the new corporate movie to be. And I think we can say that we succeeded”, comments Nicole Luttenberger, Director of Marketing at RAMPF Holding in Grafenberg.

In an informative and a spectacular manner the movie presents the products and solutions of the RAMPF Group and how they provide key benefits for customers. “We are a global company with six core competencies in the fields of reactive resin systems, machine systems, and lightweight construction with composites. Furthermore, we are active in a wide range of industries. This made it especially difficult to meet one of the most important success criteria of corporate movies – to keep them short”, explains Luttenberger.

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Hollywood calling

The film production company artecfilm from Kornwestheim, Germany, skilfully accentuates the products and solutions of RAMPF and its customers. With one exception, only RAMPF employees and the CEOs of RAMPF Holding, Michael Rampf and Matthias Rampf, are in front of the camera. “This gives the movie an authenticity that is very important to us,” explains Luttenberger.

There are two reasons for the one exception which are obvious to see in the movie – Parcour and Freerunning.

Spectacular moves

While Parcour is primarily concerned with overcoming obstacles (e.g. walls, stairs, railings, trenches) as efficiently as possible, Freerunning focusses on the athleticism and acrobatics of the body movements. Andy Haug from Freudenstadt, Germany, ranks among the world's best in both disciplines. With his spectacular moves, the 27-year-old athlete gives the corporate movie a unique dynamic.

“We were very impressed by Andy’s creativity and his courage to explore new horizons. These character traits also apply to RAMPF employees and are a cornerstone of the entrepreneurial success of the company”, emphasizes Luttenberger. “Furthermore, he literally runs like a continuous thread through the movie and this way illustrates that at RAMPF people are always the focus – whether they are employees, customers, or partners.”

Now enough of the words. Oil and popcorn in the pan – and action!



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www.rampf-gruppe.de/en/



The RAMPF Group stands for **engineering and chemical solutions** and caters to the economic and ecological needs of industry.

The range of competencies includes:

- > production and recycling of **materials** for modeling, lightweight construction, bonding, and protection;
- > technical **production systems** for precise, dynamic positioning and automation, as well as technologies for complex composite parts production;
- > comprehensive range of **solutions and services**, particularly for innovative customer-specific requirements.

With this know-how, RAMPF helps its customers to achieve profitable and sustainable growth.

The Group secures its presence on the international markets with 800 employees and six core competencies:

- > **RAMPF Machine Systems** based in Wangen (Göppingen), Germany, develops and produces multi-axis positioning and moving systems, trunk machines, and basic machines based on high-precision machine beds and machine bed components made from alternative materials.
- > **RAMPF Production Systems** based in Zimmern o. R., Germany, develops and produces mixing and dispensing systems for bonding, sealing, foaming, and casting a wide variety of materials. The company also offers a wide range of automation skills relating to all aspects of process engineering.
- > **RAMPF Composite Solutions** based in Burlington, Ontario, Canada, is a holistic composites supplier to companies in the aerospace and medical industries. The company offers a complete suite of services including composite part design and engineering, metal-to-composite conversion engineering, and composite manufacturing to very tight tolerances.
- > **RAMPF Eco Solutions** based in Pirmasens, Germany, develops chemical solutions for the manufacture of high-quality alternative polyols from PU and PET waste materials. This expertise is also put to use in the planning and construction of customer-specific facilities for manufacturing polyols.
- > **RAMPF Polymer Solutions** based in Grafenberg, Germany, develops and produces reactive resin systems based on polyurethane, epoxy, and silicone. Its product portfolio includes liquid and thixotropic sealing systems, electro and engineering casting resins, edge and filter casting resins, and adhesives.
- > **RAMPF Tooling Solutions** based in Grafenberg, Germany, develops and produces board and liquid materials for cutting-edge modeling and mold engineering. The range of skills includes made-to-measure services and products such as pastes, large-volume and full-size castings for Close Contour models, and prototyping systems.

RAMPF has subsidiaries in Germany, the U.S., Canada, Japan, and China.

All RAMPF companies are united under a holding company – RAMPF Holding GmbH & Co. KG – based in Grafenberg, Germany.

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