

Press release

#DiscoverGoodChemistry: New employer branding campaign shows why the chemistry is right at ALTANA

- The specialty chemicals group's employer positioning puts employees at the center
- Key theme: a healthy mix of stability and innovation
- Relaunch of the ALTANA career portal with a global digital recruiting system

Wesel, July 29, 2026 – With the tagline #DiscoverGoodChemistry, the ALTANA Group, a leading global specialty chemicals company, is launching a new international employer branding campaign. It centers on the themes of stability and innovation and puts its own employees front and center.

The recent relaunch of the ALTANA career portal at www.altanagroup-careers.com marks the latest major component in the rollout of the new employer positioning. With this, the group is presenting itself for the first time with a seamless and modern user experience across all four divisions: BYK, ECKART, ELANTAS, and ACTEGA. The portal also integrates a global digital recruiting system.

Stability as a differentiating factor

The strategic campaign approach is based on the recognition that, in these persistently uncertain times, the importance of long-term stability in choosing an employer has increased significantly—across national and functional boundaries. At the same time, according to recent surveys, trust in institutions is declining, while people increasingly place their trust in peers.

Stability represents a strong match between what prospective candidates are looking for and what ALTANA can offer as a resilient yet innovative employer. By sharing their personal stories, ALTANA employees become authentic ambassadors of “Good Chemistry”.

“With #DiscoverGoodChemistry, we bring to life a work environment where reliable stability and exciting innovation reinforce one another. This appeals to people who want to help shape the future on the basis of a stable foundation and contribute their ideas, commitment, and enthusiasm for developing solutions together,” explains Andrea Neumann, Head of Corporate Communications at ALTANA AG.

“A strong employer brand is crucial for attracting the right talent to our company,” says ALTANA CHRO Carina Meier-Hedde. “But it should also resonate internally. That’s why it was so important to involve our existing employees in the development process. In doing so, we’ve created an authentic employer image.”

The renewal of the employer positioning was one pillar of the strategic HR agenda ALTANA set in 2021. It was developed by ALTANA Corporate Communications and Corporate HR in collaboration with teams from all four divisions. The corporate

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and brand communication agency Heisters & Partner from Mainz provided support for the creative implementation.

From the headline “There is a place...” to the employer promise

The tagline, built around the call-to-action “Discover,” invites people to explore the world of ALTANA. “Good Chemistry” refers both to ALTANA’s values-driven corporate culture and to the specialty chemistry the company develops to help customers create better, more sustainable products.

Each headline begins with the emotionally engaging intro “There is a place...” and then highlights a characteristic of ALTANA or its four divisions that is particularly sought after by the respective target audience, followed by the ALTANA Group’s actual employer promise: *“At ALTANA, we innovate because we believe in better — combining progress with long-term stability. As a globally active specialty chemicals group, we are successful because people like you make the difference.”*

Beyond the headlines and copy, the purely visual impression plays a decisive role; serving as the first point of connection between prospective talent and ALTANA as an employer. That’s why the campaign visuals are colored in the striking color shades from ALTANA’s corporate design—shades that had previously been used only as secondary colors.



Employees as brand ambassadors

To authentically communicate the employer promise, the project team deliberately chose to offer a behind-the-scenes look at the campaign even before the official rollout. As a result, “making-of” posts about the photo and video shoots at the various locations were shared on ALTANA’s social media channels. All employees also had the opportunity to use a digital photo booth to create personalized campaign visuals using their own selfies and share them on social media. Even before the new career portal was launched, many employees became authentic ambassadors by voluntarily sharing their stories and faces and describing in their own words what “Good Chemistry” means to them.

Employees had already played a key role in developing the employer promise. For example, staff members from different countries and across all levels of the organization discussed their perspectives in focus groups or participated in a group-wide intranet survey to help prioritize the various elements of the employer proposition. The resulting employer positioning—developed with input from the

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external target group analysis—was then validated through market research in Germany, China, India, and the U.S., with the following result: The approach works in all countries—or, to put it another way: The chemistry is right.

This press release, along with printable images and a video clip about the new employer branding campaign, is available on the ALTANA website:

www.altana.com/press-news/details/discovergoodchemistry-new-employer-branding-campaign-shows-why-the-chemistry-is-right-at-altana.html

About ALTANA:

ALTANA is a global leader in true specialty chemicals. The Group offers innovative solutions for coating manufacturers, paint and plastics processors, the printing and packaging industries, the cosmetics sector, and the electrical and electronics industry. The product range includes additives, specialty coatings and adhesives, effect pigments, sealants and compounds, impregnating resins and varnishes, and testing and measuring instruments. ALTANA's four divisions, BYK, ECKART, ELANTAS, and ACTEGA, all occupy a leading position in their target markets with respect to quality, product solution expertise, innovation, and service.

Headquartered in Wesel, Germany, the ALTANA Group has 58 production facilities and 67 service and research laboratories worldwide. Throughout the Group, more than 8,000 people work to ensure the worldwide success of ALTANA. In 2025, ALTANA achieved sales of more than 3 billion euros. About 7 percent of the total sales is invested in research and development each year. Its high earning power and high growth rate make ALTANA one of the world's most innovative, fastest growing, and most profitable chemical companies.

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