

Press release

The Rougier Group is launching its new website:
www.rougier.fr

A new showcase, exposing the development of Rougier's range of products and the group's international expansion

Paris, December 4, 2012 (5:45pm) – Rougier, global leader in the business of certified African tropical timber, presents its new web identity featuring its complete product range and its development strategy. This is the occasion to celebrate 90 years of development at the service of production, processing and international trade of tropical timber from responsibly managed forests.

Reflecting Rougier's international corporate image, our website www.rougier.fr has been entirely redesigned. Highlighting Rougier's extensive product range, it provides the group's customers with a commercial tool while at the same time displaying the group's activities, development strategy and teams. The website will also showcase the significant accomplishments Rougier has made in broadening and deepening its product range and the group's achievements in matters of certification.

Rougier introduces a website in modern layout with an intuitive and user-friendly interface. The site, which has been enhanced by interactive visual elements, a multimedia library, a predictive search engine..., now facilitates the access to the Group's aggregate activities and developments. Boosted and inspired by the Rougier group's commercial drive, the new website will continue to feature financial updates or latest achievements in matters of Corporate and Social Responsibility (CSR), creating synergies between all these contents. Both comprehensive and intuitive, the site allows users to immerse completely in the world of Rougier.

The website, launched in French and English, will soon be available in Spanish – for some items - in order to satisfy an increasingly international customer base.

The new website results from the company's industrial and commercial evolutions during the last years. As the group celebrates its 90th anniversary in 2013, this new platform sums up and reflects the history marked by a family entrepreneurial adventure at the service of value creation in the field of certified tropical African timber.

