

NEW NAME.
NEW BRAND.

PASSION BECOMES

FUTURE



BREAKING
INTO A
NEW ERA

PROROLL BECOMES

NORTHCOMP[®]

The way to Northcomp



Why we are now calling ourselves Northcomp after 37 successful years of proroll

Anyone setting out to achieve new goals should know where they come from. Let's look back to 1991, when the road to Northcomp began. We started with three employees and a turnover of one million DM, which we generated entirely from merchandise.

We were hungry, curious, ambitious and wanted more. We wanted to inspire our customers beyond the status quo with better solutions. We invested in development and engineering, equipment, tools and storage space. And we gradually built up and expanded our expertise.

This has enabled us to grow continuously and become what we are today. An internationally successful specialist in the development and production of high-quality, pioneering furniture and equipment components.

We have achieved this with discipline, reliability, a sense of responsibility, respect for people, social responsibility and the virtues of honest business people. As a family business that stands for high ethical values. As a team of 35 people who stand together through thick and thin.

A central point on this path was and is the courage to set off again and again and enter new territory. The focus was and is the development of new components to provide our customers with broader support and open up new markets. So we simply outgrew the product-related name proroll.

So we decided to launch under a new brand. Northcomp combines the clarity of the north (North), the feeling of departure and expedition with our talents and services (Comp). The brand gives us new room for development. It contains all the tools we now need to take the next step.

In addition to the clarity of the North, Northcomp also stands for everything that characterizes us: social responsibility, progress in design, technology and function as well as sustainability in the sense of a conscious, careful approach to the environment.

On New Year's Eve, proroll officially becomes Northcomp. From our side, this is an invitation to everyone: to you, our customers and partners, as well as our employees. Let's set off together and design and sustainably manufacture furniture and furnishings for people. Let's inspire people together, make the world a better place and achieve new goals, and we'll stand by your side. That's what we mean by exploring for people.

Sincerely
Stefan Fornahl and Sebastian Lagoda

Northcomp – that's us

„What is written on these pages is the formulation of our new corporate brand Northcomp. We want to take you with us and show you what we are and what we stand for. We have invested a lot of work in the honest and authentic design of the brand. Under the three values of **responsible**, **inspiring** and **ambitious**, you will find terms that describe the character of our brand and our company. The values are derived from them, which together lead to the centre of our brand: The brand core and claim **exploring for people**.“

Stefan Fornahl, CEO



JASMIN

NORTHCOMP EMPLOYEE

“The work-life balance at Northcomp is not just a passing trend, it is a firmly anchored part of the overall work concept. I not only feel at home here as an employee, but also as a mother.”

OUR FOUNDATION

WE ARE AND ACT

RESPONSIBLY

Out of conviction

We take responsibility in everything we do. We don't duck away. If we are involved in a project, we push it and push it. We get stuck in and develop solutions whose quality and performance we are absolutely convinced of. In doing so, we act in an uncompromisingly social and sustainable manner. We don't just say that, we live it.

○ FAIR
○ SUSTAINABLE
○ HONEST

○ LOYAL
○ SOCIAL
○ FAMILIAR

○ HELPFUL
○ RELIABLE
○ UNDERSTANDING

WHAT DRIVES US AND DRIVES US FORWARD

WE ARE

AMBITIOUS

In everything we do

Standing still and managing the status quo is not our thing. We love progress because we are curious and are always taking the next step. In this sense, we are adventurers and pioneers who set off. A kind of expedition on the trail of the new. Overcoming boundaries, thinking ahead and sometimes making the impossible possible.

○ HUNGRY
○ DETERMINED
○ CURIOUS

○ IMAGINATIVE
○ CONSISTENT
○ STRUCTURED

○ ADAPTABLE
○ FAST

NORTHCOMP®

exploring for people

WHAT SETS US APART

WE ARE

INSPIRING

Because we work for people

Not just better solutions, but better solutions that benefit people. Because they are simply more beautiful, more functional and more sophisticated in everyday life. That brings more quality to working and living environments. This is how we inspire people.

○ UNCONVENTIONAL
○ PASSIONATE

○ OPTIMISTIC
○ OPEN-MINDED

○ COMBATIVE
○ DYNAMIC

NORTHCOMP EMPLOYEE

“As a football coach, I know that the cohesion and unity of a team are crucial. The change of the company's name is a bit like the start of a new football season. New kits, new tactics. Proof that you can achieve anything as a team.”



ANDRÉ



DANIEL & MICHELLE

TIAN SHWU CO. LTD / SUPPLIER

“Working with the team is professional and enriching for both sides. The approach on new projects is always hands on. And during the project development we feel a sustainable and honest passion for finding the best solutions. We are valued as partners and have a friendly relationship that goes beyond work.”

SIMPEX GMBH / CUSTOMER



BENJAMIN

“I am delighted with the company's new developments. The solutions are not only progressive, but also make our company's everyday life more pleasant. Northcomp doesn't just work for the products, but above all for us as customers.”

NORTHCOMP[®]
exploring for people

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