

# Be bolder and more modest in difficult times

Products and services for  
Renewal and Changing Values  
in the rubber and silicon industry.



**Bold &  
Modest**

**DESMA – Partner for Chance Management**

DESMA has launched its Bold & Modest Initiative in response to the need for renewal and changing values.

## Your opinion is important to us!

[www.bold-and-modest.biz](http://www.bold-and-modest.biz)

- On the subject of change
- To increase your competitiveness
- On our Bold & Modest Initiative

## Make use of our know-how and our competence

in a customised product and service package tailored to your specific corporate needs to improve your productivity and competitiveness.



## What to do in a dead market?

Tough it out? Dumping prices? Go on holiday?

There are other options. We believe everyone has phoenix potential. The trick is to be there tomorrow, ready in the front line, but better, faster and fitter than the competition.



## Networked Solutions

The future will lead us into a totally changed market situation, and force us to face up to new and complex tasks. To overcome these challenges we all need:

- More savings, lower costs
- More partnership, lower frictional losses
- More results, less doing for doing's sake

## Our Bold & Modest Initiative

is designed to give you more room to move – independent of our operative activities – and better understand your situation. Tell us what you think needs to be done. Tell us how we can shape our future, together.



# Productive Diversity

In collaboration with our globally active competence centres, we offer you individually tailored product and service packages for forward-looking chance management, targeting:

- More added value
- More flexibility
- More sustainability
- More competitiveness

In these difficult times, use this opportunity to make use of and benefit from our know-how.



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**DESMA**

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