

Press release

HEXPOL Rubber Compounding in Europe Announces Unified Branding Across European Production Sites

HEXPOL Rubber Compounding announced a significant step toward strengthening its global identity by renaming 9 of its production sites across Europe and Turkey to operate under a single, unified brand name. This strategic move reflects the company's commitment to consistency, transparency, and customer trust across all markets.

The respective sites that are in Italy, Spain, Poland, UK and Turkey had been acquired by HEXPOL in the recent years.

While MESGO, Unica, Berwin, Vicom and Kabkom are well known company brands in their respective local markets, operating under the HEXPOL logo will have several benefits.

The rebranding initiative will ensure that all European facilities share the same corporate identity, reinforcing HEXPOL's position as preferred solution provider for rubber compounds. By aligning under one brand, HEXPOL aims to simplify communication, enhance brand recognition, and deliver a seamless experience for customers and partners while keeping the local organizations and their typical working culture.

“The name change will reduce the complexity of managing different company brands. It is more than a name update—it’s about creating a unified presence that reflects our shared values and vision,” said Ralph Wolkener, President Rubber Compounding Europe and Asia at HEXPOL. **“Our customers will benefit from greater clarity and confidence in the quality and reliability they expect from us.”**

The transition is aimed to be completed by year end 2025, with all nine sites and five brands adopting the HEXPOL company name. Operations, services, and customer support will remain uninterrupted during this process.

For more information, please contact your company representative.

November 2025 - Malmö, Sweden



About HEXPOL Rubber Compounding

HEXPOL Rubber Compounding produces a wide range of natural and synthetic rubber compounds to meet the exact requirements of its customers, across a broad range of industries. The largest end-customer segments are the automotive and engineering industries, followed by the building and construction sector. Other important customer segments are the transportation sector, the energy sector, the consumer sector and the cable and wire industry. HEXPOL Rubber Compounding is part of the HEXPOL Group, headquartered in Malmö, Sweden. The Group has approximately 5000 employees in fourteen countries.

[HEXPOL Rubber Compounding - HEXPOL Silicone & Rubber Compounding](#)

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