

Iconic KY Jelly® Rebrands as Kynect®

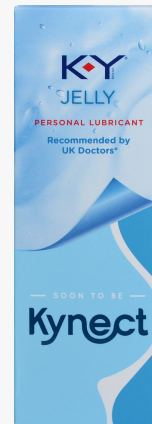
LONDON, UNITED KINGDOM,
December 8, 2020 /EINPresswire.com/
-- One of the UK's leading lubricant
brands* KY Jelly®, unveils today its
contemporary new look and brand
name, Kynect®.

KY Jelly®, with its iconic brand heritage
dating back to 1904, and often
regarded as the generic term for
lubricants, will use its new persona to
communicate intimacy and
connection.

Roger Scarlett-Smith, Executive Vice
President UK at Thornton & Ross, the
brand's manufacturer explains; "KY
Jelly® has built up a highly loyal
customer base going back several
generations. Our research shows that
users appreciate the role it plays in
facilitating connection and enhancing
experience.

"By rebranding to Kynect®, we will
create a new and distinct brand
positioning. Our marketing investment
will focus on Kynect, the positive
feel good effect from both the physical
and emotional sides of relationships,
reinforcing our position with loyal
customers as well as attracting and
engaging a new audience."

The new Kynect® packaging will start to
hit shelves from this week, carrying the
message 'KY Jelly® soon to be Kynect®'.



Iconic KY Jelly® Rebrands as Kynect®



Breaking news, Iconic KY Jelly® Rebrands as Kynect®

Cheshire-based brand agency

Brandon was enlisted for the creative overhaul in developing the new brand identity.

Kynect® is available in two sizes: 50ml and 75ml from major supermarkets, chemists and independent retailers, and also direct via Thornton & Ross <https://shop.thorntonross.com/>

For more information on their rebrand visit www.ky-jelly.co.uk

Or visit their brand new social channels @KynectUK (Facebook and Instagram)

*KY Jelly® has 13.9% market share (by value) of the UK lubricant market, and KY Jelly® 50ml is the #1 volume selling lubricant in the UK - IRI data w/e 5th September 2020

ENDS

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Editor's Notes:

About Thornton & Ross Ltd (manufacturers of Kynect)

Part of the STADA group, Thornton & Ross employs more than 500 people at its headquarters in Huddersfield, West Yorkshire. With a strong track record of supplying the NHS with emollients and bone health products, the company offers a wide and diverse portfolio of generic pharmaceuticals, biosimilars and over the counter healthcare solutions including Covonia®, Savlon® and Oilatum® as well as the marketing leading household disinfectant Zoflora®. For more information go to www.thorntonross.co.uk

About STADA Arzneimittel AG

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on a two-pillar strategy consisting of generics, including specialty pharmaceuticals and non-prescription consumer health products. Worldwide, STADA Arzneimittel AG sells its products in approximately 120 countries. In financial year 2019, STADA achieved adjusted group sales of EUR 2,608.6 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 625.5 million. As of December 31, 2019, STADA employed 11,100 people worldwide.

www.stada.com/investor-relations

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