

## **Wildeshauser Zeitung**

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### **“Bull“ goes to Rolf Hollander**

Highly successful CeWe Color and commitment to science  
acknowledged

OLDENBURG Dr. Rolf Hollander, Chief Executive of CeWe Color AG, will receive the “Oldenburg Bull” award for his contribution to the economy and science in Oldenburg on 15. April.

The mayor of Oldenburg, Gerd Schwandner, will present the award in the form of a bronze statue. The Oldenburg Bull, just like the bull at the stock exchange, stands for successful corporate activities. The award is made every two years, alternately to a business person and to a university lecturer or college teacher.

Hollander distinguished himself outstandingly when he, in his role as CEO of CeWe Color AG, successfully defended the traditional Oldenburg company from being taken over by American hedge funds. In 2008, the headlines in the media read “Oldenburg triumphs over New York,” when Hollander, supported by many traditionally-minded CeWe Color shareholders, managed to prevent the so-called “locusts” from gaining power in Oldenburg. The CeWe Color Head also distinguished himself in transforming the former photofinishing company to a modern service provider with a new range of products. “With ideas and technical innovation, Rolf Hollander has launched completely new products, making his company highly successful,” the mayor said about the general manager. Gerd Schwandner continued to say that Hollander had successfully achieved the paradigm shift from a service provider without any contact to consumers to a service enterprise for customers.

Under the leadership of Hollander, CeWe Color was also committed to science in Oldenburg. The Heinz Neumüller Foundation awarded grants to doctoral students. CeWe Color cooperated closely with the university concerning further education, for example through cooperation agreements for the “Innovation Management” extra-occupational Masters course. CeWe Color was also one of the major sponsors of Oldenburg’s year as the “2009 City of Science”. The Oldenburg Bull has so far been awarded to Prof. Dr. Joachim Lenz, Dr. Werner Brinker, Prof. Dr. Hans-Jürgen Appelrath, Dr. Jörg Bleckmann and Prof. Dr. Reto Weiler.