



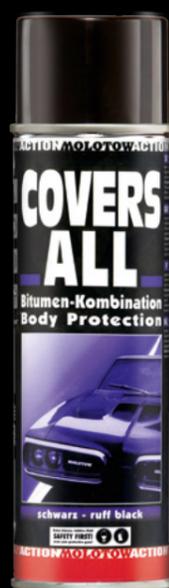
2016



MOLOTOW™ – THE ORIGINAL
QUALITY, INNOVATIONS, GRAFFITI
AND CREDIBILITY

MILESTONES - 20 YEARS OF INNOVATIONS

1996



COVERSALL™

The first bitumen-based combination spray paint – ruff black!

1998



BURNER™

The first action can without mixing balls. The best chrome worldwide.

2000



PREMIUM

The first real graffiti spray can. Developed by artists for artist.

2008

REFILL.
EXCHANGE.
MIX.



ONE4ALL™ ACRYLIC MARKER SYSTEM

The first sustainable marker system – refillable a minimum of 50 times.

2012



URBAN FINE-ART™

The first Fine Art optimized spray can line in the world.

2016



ONE4ALL™ ACRYLIC SPRAY PAINT

The first real water-based acrylic spray paint for mixed media.

YESTERDAY

TODAY

TOMORROW

YESTERDAY

1998, from the left:
Jasmin ♥, LOOMIT, P.JAY, Jürgen,
SEEN, Wolfgang Pelke (†), CES



MUSCLE CARS, FUNK & TURNTABLES

BACK IN THE DAY

It's almost as if he was born in a paint can. When the son of a neighborhood mom-and-pop operation, took over in 1996, no one ever suspected that only a few years later it would be a global business with a brand name known and respected around the world. He did things his way, unconventionally but successfully. With funky beats on turntables, automotive accessories and a passion for muscle cars, the business soon became the local hangout for the scene.

Contact with graffiti culture followed inevitably and the spark of an idea was enough to revolutionize an entire industry... Allow us to introduce... Jürgen Feuerstein!



1985, Feuerstein Paint Co.



1989, muscle car painted in "crazy plum"



Dr. MOLOTOW has the answer

TODAY



**“THIS COMPANY IS ONE OF A KIND –
YOUNG, DYNAMIC AND EXTREMELY
GROUNDED.”**

MOLOTOW™ HEADQUARTERS

MOLOTOW™ today stands for satisfied customers and business partners in over 52 countries, approximately 30 highly motivated employees and premises that exceed 15,000 m². It has to be seen to be fully appreciated. Anyone who visits the grounds of this former Canadian military base will soon see that this company is unique. It is young, dynamic and extremely grounded...

The last 20 years have been bright for MOLOTOW™ in all senses of the word. It held the first serious graffiti exhibition worldwide in the gallery K31 (2004). In doing so, Jürgen gave graffiti artists an unprecedented platform for their then underrated art. Graffiti ceased to be considered vandalism. Ever since then, the company has been fighting in the front lines with all of the MOLOTOW™ cocktails at its disposal. The cocktails? Quality, innovation, graffiti and credibility!



showroom



gallery K31



B2C shipping warehouse

TODAY

sleeping car type 66
dimensions: 21,00 x 4,05 x 3,00 m
weight: 34,0 tons

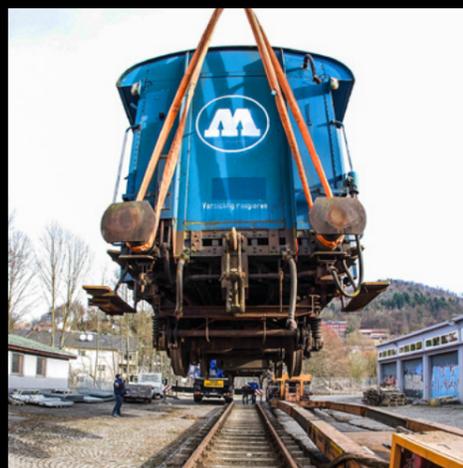


“AN HOMAGE TO THE ORIGINS
OF THE SCENE”

BACKYARD ART

But what is it that makes this brand so authentic and unique? You don't pose this question after you've been to the company's premises and seen the out of service personnel car of the German Federal Railway railroad with all of the original posters inside. The legendary MOLOTOW™ train has long been a company trademark – an homage to the beginnings of graffiti, a fond look back at the old days. What started out, however, as a kind of monument to the past has, in the meantime, become a high-in-demand platform for artists of all kinds - from rappers such as Kool Savas to the crème de la crème of graffiti artists like MadC or contemporary rough and tumble train writers.

So what is it that makes this brand so authentic, so unique? The answer is simple: graffiti!



coming home (2012):
MOLOTOW™ railroad car



interior – as it was - of the out-of-service personnel car



the King of Rap Kool Savas on a visit to MOLOTOW™
Headquarters

INTERVIEW

WITH A

PIONEER

“THE MOLOTOW™ BRAND IS ONLY AS GOOD AS THE COMPANY’S EMPLOYEES AND PARTNERS.”

MOLOTOW™’s 20th anniversary. That’s a long time. Looking back, how were the past 20 years?

Great. I’ve been working for and on this company since 1996 and I never cease to be surprised by how much I still learn. The MOLOTOW™ brand has come a long way and has achieved excellence – I can think back on so many wonderful moments. Some things have changed, others haven’t. Looking back, it was and still is an amazing time!

Where do you get the motivation to keep innovating and the stamina to continue evolving and expanding the brand?

That varies. I try to find the right balance with sports and the outdoors on one hand and on the other I just love challenges. If you’re truly passionate about what you’re doing, you’re bound to be successful – that’s what it’s all about! I find inspiration everywhere – in music, movies, books and my significant other, Uli, is a tremendous support in everything.

And I’m not the only one thinking outside the box and trying to push the envelope. The MOLOTOW™ brand is only as good as its employees and partners. You’re all great!

“Quality, Graffiti, Innovation & Credibility”. What does your slogan mean and where does it come from?

Those are our four fundamental features that combined make up our corporate claim “The Original”. Everybody knows that MOLOTOW™ is the leader in quality and innovation – that’s nothing new. What is new on our brand compass are two terms that at first glance don’t seem to have much in common – graffiti and credibility. But if you think about it they certainly do. We came up with them during an in-house workshop with the goal of sharpening our brand image. We originated in the graffiti scene and we are a family business – no one else can say that. Our brand compass shows all of the directions that MOLOTOW™ is famous for. We’ll be using it in the future to position ourselves in all further steps we take – designs, products, etc.

All further steps? So one could say that MOLOTOW™ is currently going through a ‘Brand Relaunch’? What does that mean for the future?

Exactly. We’ve done a lot of cool things over the past 20 years and a lot that weren’t so cool [laughs]. Some

of them I did, for example, in layout design. In the future we want there to be more transparency and clarity in our brand and our products. That certainly includes a makeover of our retro product design and our vintage website. Be prepared to be surprised for some sensational changes...

You talk about sustainable concepts a lot in regard to your company philosophy. How important is sustainability to you?

It’s very important. A lot of people don’t understand that short-term goals and success are just that – short term. You can only be successful in the long term if you have long-lasting concepts. Our company philosophy consists of producing high-grade products that our customers can have fun with for a long time. The environment, nature is important. Of course it’s hard to live 100% environmentally correct but everyone can do their share. Some examples of ours are our refillable markers and interchangeable tips. And 75% of the energy we use comes from solar panels

Business models used to be a lot different. You took over your parents’ company a generation ago. How was that?

After I pimped up the place a little and installed my turntables, pretty cool [laughs]. But seriously, I learned an awful lot from my parents about paint and running a business. Some things I kept, others I got rid of. That’s how MOLOTOW™ originated. With my muscle cars and the DJ nights in discotheques, I got to know the Hip Hop and graffiti scenes. And they were a huge influence on me!

So you were right in the middle of it all. How is it today? Are you still as close to the scene?

Sure, even if some friends have moved away or others are now doing their own thing, we keep in touch. It’s always amazing to see how everything and everyone is connected in one way or another. In this scene almost everyone knows each other!

You have your own gallery, the K31. Do you have exhibitions there on a regular basis?

Unfortunately not. We had our opening exhibition in 2004 and then later the Tribute to DARE exhibition in 2010. It’s the old problem: so much to do, so little time. Being a gallerist is not really my métier – I’d rather leave it to others. If anyone’s interested, we’re up for it, though. Get in touch! But the K31 is similar ▶



“GRAFFITI IS ART BASED ON ALPHABET ARCHITECTURE.”

► to the MOLOTOW™ railroad car. It positions us really uniquely in the marketplace. It makes the brand special and belongs to its history.

The legendary MOLOTOW™ railroad car! One could almost say it's the centerpiece of the company. How did putting a railroad car on your company grounds come about?

Youthful enthusiasm [laughs]. Kudos at this point to notorious Frankie from Offenburg! It was one of those things that just happened and was supposed to be an homage to the underground scene. If we had known beforehand what we were letting ourselves in for, that a railroad car has to be put on tracks and that we had to lay them before transporting the car through the entire town with a crane... who knows if I would've done it [laughs].

In the meantime, MOLOTOW™ also manufactures a lot of conventional art materials. That seems to irk some graffiti artists. What's your opinion on that?

On the one hand I understand and on the other I don't.

Graffiti is art based on alphabet architecture and it's not limited to spray cans. Graffiti emerged as a form of expression, giving artists a voice, so to speak. Confining it to one medium seems to miss the entire point. It's all about creativity. Who says it can't be fun to do graffiti on paper with water colors? Art is not something static - it's supposed to grow, to develop.

Are you creative yourself?

Yes, in developing new products.

Thanks for the interview. Want to say hi to anyone?

Yeah, everybody who likes me [laughs]!

Interview: Lisa Muench

20 years! It's time to thank everyone who supported and inspired me, who never stopped believing in my ideas, and without whom MOLOTOW™ would not be what it is today.

Family:

Hanni, Linda, Jakob, Jacky,
Fabio, Uli, Ruth, Toni, Oskar,
Paul & Anton

Crew:

Alex, Anatolie, Andreas,
André, Andrej, Annett,
Christa, David,
Eckhardt, Edmund, Eileen,
Gabi, Hans-Jörg, Julia, Klaus,
Laura, Loïc, Lucia, Lukas,
Manuel, Marion, Markus,
Martina, Matthias, Micha,
Miloš, Nadine, Norbert,
Paul, Philip, Ralf, Raphael,
René, Sandy,
Sarah, Stéphane, Thomas,
Uli, Valerio, Vreni

Suppliers:

Fam. Kwasny,
Rolf Harnisch,
Mr. Augscheller,
Mr. Förg, Anna, Bettina,
Chris, Mike, Petra, Tanja &
Team

Barbara Sommer,
Mr. Lerzer,
Mr. Maisel & Team

Dirk Bromand & Team

Artists:

Antistatik, Bacon, Bates,
Boogie, Borge, Break,
Caparso, Ces, Charlie Tuna,
CMP One, Codeak,
Daddy Cool, Daim,
DARE (†), Duck, Dvate,
ECB, Esher,
Fino, Fork4,
Geser, Glaze,
Herb Martinez,
Ironman, Isaac Hayes,

James Brown,

Joan, Kid Crow, Kool Savas,
Kacao77, Kaisy, Karski,
Laurus, Leckomio,
Lokiss, Loomit, Lovepusher,
MACrew, MadC, MAF,
Marco Prosch, Mason,
Dr. Molotow, Mr. CenZ,
Mr. Green, MX4Stylz,
Nikon, OMSK, Os Gemeos,
Orbit119, P.Jay, Poet,
Rath, Razor, Riot, Roc 1,
Rocking till death,
Romeo & Mega, Seak,
Seen, Slider, Soten,
Stefan Strumbel,
Stefan Winterle,
Stohead, Swet, Take2,
Tasek, Taste, Tilt, Toast,
Toomer, TIWS,
Wolf Pelke (†), Wok,
Zombie, Zoolo,
1UP Crew, 123Klan

Friends & Compadres:

Alain & Team Dürr,
Anja Heuwieser,
Bucki, Fränkie, Fritz,
Hans-Jörg(†), Kari, Sassa,
Roland & Heidi,
Rainer & Peti,

Aku, Artur,

Basti, Bene,
Boris, Paloma & Team,
Clarke, Dudley,
Fede, Fred, Henk & Lucan,
Igor, Ilya, John,
Kahil & Roler, Kate,
Katja, Krixl & Jörn,
Laurent, Mari,
Mike, Mirko, Moreno,
Patrick, Ralf Kotthoff,
René & Lilo, Roman,

Santi, Sarah & Rolf,

Teo, Thomas B., Thomas P.,
Thomas S., Timur,
Uli, Uwe,
Yanni & Darren,

Fine Art & Fine Friends:

Achilles, Vasilies, Nicos &
Anastasios,
Andreas, Christian, Claudia,
Peter & Teams,
Barak,
Dino & Georgios,
Francesco & Kurt,
Frank L., Graeme,
Heiko & Robert,
Jef & Bettina,
Manuel & Manuela,
Peter,
Steve, Jim, Tom & Team,
Christian, Frank & Team,
Saligh

Law & Order:

Hubert Himmelsbach,
Joachim & Vera Strehle,
Dr. Klaus Volkmann,
Dr. Müller OB,
Rainer Bruder,
Wolf Blochowitz

**Food & Drink
for Body and Soul:**

Restaurant Eiche
(Schüttertal)/ Fam. Ruf,
Restaurant Eiche
(Langenhard)/ Fam. Weber
und Vesi,
Schäck's Adler
Piccola Cantina/Pasquale
Bistro Wolkenkratzer,
Fritz Waßmer,
Markus Dirr
Willy Schöllmann

THANKS

TO THE

COLLABORATORS

... and sorry to everybody I forgot to mention!

