

PRESS RELEASE

Fakuma '15 – ALBIS is focusing on future trends in ongoing internationalization

- **ALBIS PLASTIC: Hall A3, Stand A3-3105**
- **Focus on core industries: Industry-specific market and business development as important pillars of the growth strategy**

Hamburg, 28 August 2015. ALBIS PLASTIC GmbH will be presenting again in 2015 at the Fakuma in Friedrichshafen, Central Europe's meeting point for the plastics industry.

This year, the spotlight is on the four core industries, automotive, electrical & electronics, healthcare and packaging, which is reflected in our stand design. ALBIS is taking the European industry event of the year as the occasion to take up the motifs of its ongoing advertising campaign to highlight this year's focuses and complement the print campaign which had preceded it.

ALBIS will also be demonstrating its broad product portfolio of distribution brands and own brands in Hall A3, Stand A3-3105, as well as the latest examples of applications, which have been implemented as tailor-made plastic solutions for customers. In this connection, the Hanseatic distributor and compounder will also be presenting the rebranding of ALTECH[®], its own brand product series. Produced with recycled raw materials, the propriety ALTECH[®] products will now be listed under the trade name ALTECH[®] ECO. ALTECH[®] ECO stands for ecological sustainability and "near-to-prime" performance / quality. The products are subjected to thorough raw material selection, strict quality controls and tight production tolerances. With ALTECH[®] ECO, ALBIS offers high-grade, sustainable compounds, which are virtually equivalent to comparable new goods and even offer a slight price advantage. Furthermore, ALBIS will take advantage of Fakuma to determine trends in the individual core industries, launch collective projects and discuss cooperative efforts in the target markets together with its customers and partners. In addition to Europe, Asia continues to offer great potential. "Pioneering developments and consistent industry-specific market and business development form important pillars in our growth strategy. This development work is flanked by our goal of offering customers all over the world the same quality standards in products and

services in the field,” explains Carsten W. Wörner, Chief Sales Officer (CSO) at ALBIS PLASTIC.

For this reason, the Chinese branches and local service in the Far East will be expanded further. For instance, all of the major documents will be provided in Mandarin.

However, ALBIS is not only expanding its services and activities in Asia, but in Europe as well. “In addition to product-specific expansions of the distribution brand portfolio, ALBIS is also continuing to explore opportunities on the Italian market, in order to finally be represented on all relevant specification markets in Europe,” comments Kerstin Müller-Kirchhofs, Chief Finance Officer (CFO) and Spokesperson at ALBIS PLASTIC.

ALBIS PLASTIC profile in brief

ALBIS PLASTIC is one of the global operating companies in the distribution and compounding of technical thermoplastics. In addition to the product portfolio of well-known plastic manufacturers, ALBIS offers the plastic processing industry a diverse product range of high performance plastics, compound solutions and masterbatches. In the 2014 business year, the ALBIS Group, which has approximately 1024 employees, achieved sales of 876 million euros. With 19 foreign subsidiaries, the Hamburg-based company is represented in many European countries as well as in North Africa, the Far East and North America. ALBIS manufactures plastic compounds and masterbatches at three locations in Europe – Hamburg (Germany), Zülpich (Germany) and Manchester (United Kingdom), as well as in the production site at Changshu, China. For more information, please visit <http://www.albis.com>.

Enclosed picture material



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