

## PRESS RELEASE

# ALBIS PLASTIC accelerates the expansion of its global product range

- **ALBIS PLASTIC consolidates its internationalisation goals**
- **ALBIS PLASTIC further optimises customer relations**
- **ALBIS PLASTIC consolidates its global subsidiaries**

**Hamburg, 29 August 2013.** ALBIS PLASTIC GmbH, Europe-wide specialist for the distribution and compounding of technical thermoplasts domiciled in Hamburg, is presenting itself at this year's "K 2013" show (Hall 08b / A61) in Düsseldorf with a promise. Dr. Jörg Schottek (CEO) and Carsten W. Wörner (CSO) are declaring in advance how ALBIS will be providing even more reliable services globally to its customers, business partners and suppliers in the next few years.

### **Internationalisation is being consolidated**

The clearly defined goal for the future is to improve the level of service in ALBIS's business relations even further by consolidating the expansion of internationalisation in order to secure benefits for customers and strategic partners, as well as the sale of the company's own products and services.

While a new compounding plant was established in Changshu/China, in order to optimally support customers in the Chinese market as well, the regional subsidiaries in Asia, North Africa, Southeastern Europe, North America as well as South America were reinforced with staff who have considerable technical competence. In this way, the customers receive the best possible technical and business support from local ALBIS associates in the respective native language.

### **Expansion of the service range means benefits for customers and partners**

ALBIS's competence in finding the best local offer for customers is flanked by a product portfolio of distribution and home brands that is as broad as possible. In this way the customer can acquire everything from a single source and saves himself the trouble of dealing with numerous offers which, in some cases, are hardly comparable – along the lines of one-stop shopping. A service

that ensures the best possible chance of success for the customers and partners on the market.

For strategic partners, the international orientation of the Hanseatic distributor constitutes the basis for global sales support. “ALBIS will assist its partners even better with wide range placement of their products on rapidly growing markets, since particularly in emerging countries direct customer management is still highly selective or tied to a specific sector,” Carsten W. Wörner, Chief Sales Officer at ALBIS PLASTIC explains.

In addition, optimised processes and structures facilitate smooth operations in the global ALBIS organization. The creation of a global Supply Chain Management is moreover an essential prerequisite for reliable, uniform, efficient order processing and ensures that necessary products and services are streamlined and can consequently be purchased more competitively, Wörner stresses.

The likewise newly created Global Key Account Management function constitutes an additional sales structure for thoroughly understanding globally operating customers and their needs and desires and optimally synchronising the ALBIS strategy in the relevant areas with the strategies of ALBIS Key Accounts. Through this intensified cooperation with the “global players”, sustainable, innovative and above-average growth dynamics are being aimed at.

### **Sector-specific home brands supplement the product portfolio**

ALBIS’s future core business will continue to be in distribution and strategic cooperation with suppliers. The in-depth sector expertise will be complemented through the development and production of home brands. Home compounds complement the product portfolio and allow ALBIS to provide the right products for individual niche markets. An example of this is the additive batch SHELFPLUS® O<sub>2</sub>, whose absorber technology offers an innovative solution in the segment of packaging for significantly extending the expiration date of products such as food products.

### **Developing new markets and taking advantage of opportunities**

In addition to the global expansion of services and customer relations the goal is also to develop new markets and to consolidate and expand the existing presence in the respective countries. The focus is on China and the US. The latter has a strong potential due to reindustrialisation within that country. Dr. Jörg Schottek, Chief Executive Officer at ALBIS PLASTIC, points out that numerous companies which had relocated to “Low Cost Areas” will return to the US – predicted growth potential and economical forms of energy are the factors which are said to be contributing to this development. ALBIS PLASTIC also recognises opportunities here and for this reason will expand its sales

organisations in future and will look into further options for attaining the best possible position on the US market.

Parallel to this, an eye is being cast on the Chinese market. In addition to the customers already managed by ALBIS in Europe and the US, and now, also China, local manufacturers and OEMs are moving into the limelight there: “Cooperation with local Chinese OEMS – whether in the sectors of E&E or Automotive – is a central concern of ALBIS. With a local presence there is the possibility of acquiring local OEMs as customers and managing them in future,” Schottek explains.

### **Opportunities for the entire OTTO KRAHN GROUP**

Overall, a positive balance can be drawn for the entire OTTO KRAHN COMPANY GROUP. KRAHN CHEMIE GmbH, distributor of chemical special products and performance products and affiliated company of ALBIS PLASTIC, sees future expansion opportunities. “KRAHN CHEMIE was able to successfully further consolidate its position on the German, Polish and Benelux markets; further acquisitions within Europe will also supplement further activities in future in order to continue to further consolidate the core sectors in Europe as well. Such acquisitions offer our existing and new partners the possibility of concentrating their distribution rights at KRAHN CHEMIE and growing more efficiently together through simplification. KRAHN CHEMIE, with its well-known name and excellent service, is thus the perfect set-up for our customers and partners and constitutes an attractive alternative to competitors,” Schottek, who as CEO also has overall responsibility at KRAHN CHEMIE, explains.

## **ALBIS PLASTIC profile in brief**

ALBIS PLASTIC is one of Europe's leading 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 masterbatch. In the 2012 business year, the ALBIS Group, which has approximately 985 employees, achieved sales of 753 million euros. With 17 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 masterbatch at three locations in Europe – Hamburg (Germany), Zülpich (Germany) and Manchester (United Kingdom), as well as in the new production site at Changshu, China. For more information, please visit <http://www.albis.com>.

## **Enclosed picture material**



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