

PRESS RELEASE

ALBIS reorganisation in the Turkish market

- **Expansion of the technical plastics portfolio includes distribution products and ALBIS compounds to complete the product range of this European company in the growth market of Turkey**
- **New management and an increase in the number of staff at the sales office in Istanbul are components of the strategic expansion process**

(Trade fair participation: Plast Eurasia, Istanbul/Turkey, 29.11.-2.12.2012, Hall 8 / Stand 814)

Hamburg, 14. November 2012. ALBIS PLASTIC GmbH, the European specialist for distribution and compounding of technical thermoplastics located in Hamburg, has repositioned itself in the growing market of Turkey. Having further expanded the product range, customers in Turkey can now order distribution products from Bayer MaterialScience and STYROLUTION as well as ALBIS' own compounds from a full portfolio of polymers. This ranges from standard thermoplastics through technical polymers and also customised solutions. The reorganisation of the 100% subsidiary ALBIS PLASTIK TR located in Istanbul started on 1st January 2012 and aims to ensure that it can provide full support to its customers. The Managing Director Hans Rukes and Sales Director Ismail Bektas, two men with years of experience in the industry, joined the management team and the local workforce was increased. ALBIS will take part at the international plastics fair Plast Eurasia (Hall 8 / Stand 814) between 29th November and 2nd December 2012 in Istanbul for the first time as a service-oriented full-line supplier.

"Turkey is the second largest plastics market in Europe and has the potential to become the largest one by virtue to its double-digit growth rates," explains Hans Rukes who joined ALBIS PLASTIC in 1986 and as the recent BU Head of Technical Compounds was responsible for ALBIS' own products.

The new Managing Director of ALBIS PLASTIK TR reports: "We started the year with the goal of offering all our customers, not just those in the automotive and electrical & electronics sectors, a service-oriented full range."

Sales rights follow whirlwind start

The new position assumed by ALBIS in the Turkish market was well received by reputed plastic manufacturers who reacted by expanding the sales rights. ALBIS PLASTIK TR already had the polyolefin range from LyondellBasell, the technical plastics from Lanxess (under the brand name DURETHAN[®] for polyamide and POCAN[®] for PBT) and the ABS products from Samsung Cheil Industries in its portfolio. Its range also included a wide assortment of the company's own customised compound solutions ALTECH[®] and TPE-Compounds ALFATER XL[®], supplemented by the speciality compounds ALCOM[®] and the special masterbatch SHELFPLUS[®] (Oxygen Scavenger).

In July 2012, this was supplemented by the distribution rights for the polycarbonate portfolio of **Bayer MaterialScience** with the brands MAKROLON[®], BAYBLEND[®], APEC[®] and MAKROBLEND[®]. A further great step will follow in January 2013 with the takeover of the distribution for the broad range of styrene copolymer products by **STYROLUTION** with its brands NOVODUR[®] (ABS), TERBLEND[®] N (ABS/PA blend), LURAN[®] (SAN), LURAN[®] S (ASA and Blends), TERLUX[®] (MABS), STYROLUX[®] and STYROFLEX[®] (SBS) and also NAS[®] & ZYLAR[®] (SMMA). Like in all other European countries, ALBIS is now in a position as a full-fledge supplier to offer a complete range of thermoplastics to the Turkish market.

Strong partner for the region

"Manufacturers are increasingly seeking to cooperate with multinational companies that not only have high human and capital resources, but also international networks," emphasises Hans Rukes. "In light of the increasingly complex applications, both consulting expertise and also fast delivery times at commercial credit conditions are playing an important role. As a result, the value approach by ALBIS has closed a gap in the Turkish market. Based on this, we would like to significantly increase our market share here and establish our company as one of the leading suppliers of technical plastics."

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. During the last business year the ALBIS Group, which has ca. 920 employees, achieved a turnover of 733 million euros. The Hamburg-based company has 16 subsidiaries and is represented in many European countries as well as the Far East and North America. ALBIS manufactures plastic compounds and masterbatch at three sites in Europe – Hamburg (D), Zülpich (D) and Manchester (UK). For more information, please visit www.albis.com.

Contact for editorial

ALBIS PLASTIC GmbH
Birgit Volkmann
Mühlenhagen 35
D-20539 Hamburg
Tel.: +49 (0)40/78105-274
Fax: +49 (0)40/78105-361
birgit.volkmann@albis.com
<http://www.albis.com>

Approved for printing – Please send copy

ALBIS PLASTIC GmbH Mühlenhagen 35 D-20539 Hamburg
Managing Directors: Dr. Jörg Schottek (Vors.), Frank Kriebisch, Hans-Jochen Lorenzen, Carsten W. Wörner
Registered Hamburg HRB 9389