

AUGUST  
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NEWS



PALRAM



10,000 sqm of clear SUNLITE 16mm X-Lite multiwall polycarbonate skylights installed over a new shopping mall in Craiova, Romania.

## From The Palram Europe Marketing Director's Desk



Dear Customers and Employees,

As you all probably know, the European thermoplastic sheet sector is experiencing a period of weakness and instability. At the macroeconomic level, the European economy has yet to recover from the 2008 crisis and the deteriorating conditions in the Eurozone market have not helped matters.

In our sector, operational costs remain high. The continually changing European map of both resin and sheet producers is an additional challenge. We are doing our best to help our customers deal with these uncertain market conditions; their patience and our positive working relationship are deeply appreciated. We have taken several measures to become more efficient, moderate surcharges and attempt to stabilize prices.

During the past year, Palram continued to maintain its position as a major UK and European manufacturer by adding production lines to each of our European plants. To better serve our continental customers, Palram Europe has developed multi-lingual service capabilities in our sales administration department, described in detail on the last page of this edition.

We will continue to navigate through this stormy period and seek new ways to provide our customers with added value products at competitive prices.

Sincerely yours,

*Hanoch Goldman*  
Palram Europe Marketing Director



## PALIGHT® - The Leading Brand at Fespa 2011

Palram concludes a very successful participation in Fespa, Europe's main advertising and printing fair, which was held in Hamburg, Germany on May 24-27. Numerous stands of printer manufacturers were flooded with Palram's flat sheets, making the company's blue and green logo pop out of every corner. PALIGHT flat foamed PVC was extensively used for live printing demonstration in the stands of HP, Agfa, Matan Digial, Gandhi Digital and other flatbed printer manufacturers.



### PALIGHT® and the Advertising Market

PALIGHT flat foamed PVC sheet is highly suited to the needs of the digital printing industry, a result of Palram's R&D and marketing departments' efforts. The sheet's specifications were fine tuned in cooperation with world leading printer manufacturers. Omer Shoham, Advertising Application Manager at Palram Marketing Support Department, supported PALIGHT in a number of professional seminars held in 2010 and 2011 for European distributors to the advertising market. Most events were "open house" seminars for the distributor's employees and customers, which focused on each customer's unique applications and improved the working ties.

## The Future Is Clear with SUNTUF®



Palram is pursuing the growing interest in SUNTUF in various European markets. SUNTUF corrugated polycarbonate sheet is becoming increasingly popular for roofing and rooflight applications for multiple reasons. Its fire certification is preferable to alternatives while its transparency assists in meeting energy saving requirements. Additionally, 99.9% UV blocking is sought after by the residential construction market. The sheet's weatherability ensures clarity and energy saving for many years. SUNTUF also offers advantages over its peers, such as infinite profile matching and unprecedented 100mm polycarbonate corrugation crests. Our Marketing Support Construction Team receives dozens of requests daily for new corrugations. The corrugated polycarbonate sheet is now produced in the US, UK and Israel, offering great proximity to global markets.



## SUNPAL® Diffuser Plus Sheds Soft Light in Israel

Two recently built pools were recently added to a recreational complex at the Technion, Israel Institute of Technology. The pools were fitted with 2,000 sqm of specially tinted 18mm SUNPAL multiwall polycarbonate panels and won much praise for their high aesthetics. The SUNPAL Diffuser Plus panels offer double light diffusion (reflection and transmission) and create a blinding-free recreational area. The Diffuser Plus Bronze tint beautifully contrasts a massive wooden structure and creates a unique appearance.

The project was conceived and built with the help of Palram's Marketing Support department, who fulfilled all of the planner's demands. Additional 1,200 sqm of blue SUNPAL panels have previously been installed in another swimming pool in the complex, whereas a mini-football court is planned to be built with an 1,800 sqm SUNPAL roof.





## Palram Supports Customers in Spain

Representatives of Palram Europe and the Marketing Support Department gave a series of marketing seminars in Spain during the month of June. The meetings allowed Palram personnel to better understand the needs of Palram's Spanish customers and enhance the company's support for all aspects: production, logistics, marketing and technical services. Palram's bundle of products for construction and architecture were displayed in conjunction with complimentary professional services. Innovative products and proprietary technologies were extensively reviewed to emphasize the potential of Palram's products and services portfolio. The seminars strengthened the marketing and professional ties, together with warm relations for future cooperation.



## PALSUN® Shields 360° Courts in South Africa



Clear 6mm PALSUN flat polycarbonate sheets were selected for the peripheral glazing of unique outdoor playgrounds. "360 Ball" is an innovative racquet game that was invented in Knysna, South Africa. The playgrounds allow a two or four player game using a central disc as a bouncing base for the ball. PALSUN sheets were specified for their high impact and weatherability characteristics. The sheets were installed in 25 sites as part of a government funded project, with additional 1000 playgrounds planned to be built by the end of 2012.



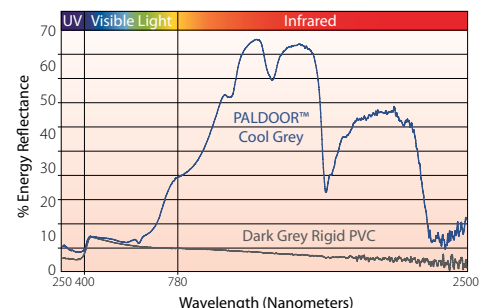
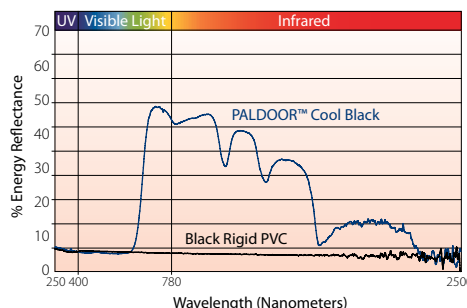
## Dark PVC for the Outdoors by PALDOOR™ Cool

A new development from Palram's R&D department allows a dark colored rigid PVC to be used as outdoor door skins. PALDOOR Cool maintains its form in many weather conditions, succeeding where standard rigid PVC sheets fail. The sheet contains a special tint that handles energy selectively, absorbing visible light to reveal its color while reflecting Infrared radiation to reduce heat buildup (see graphs below). PALDOOR Cool is lead-free and withstands UV radiation. The sheet is currently offered in 5 colors; 3 more are in development upon customer demand.



### PALDOOR™ Cool - Field Test

In an outdoor test on a hot summer's day, PALDOOR Cool sheets achieved a 5°C temperature decrease compared to standard rigid PVC sheets with matching colors. The high Infra-Red reflection shown in the attached graphs assists in "cooling down" the sheets.



## SUNLITE® Prevails in Craiova, Romania

SUNLITE skylights were installed over a prestigious renovation project in Romania. A famous old locomotive manufacturing plant is being remodeled into a modern shopping mall, "Electroputere Parc". The mall is located in Craiova, an old city at the southern part of the Romania. Major European retailers have already secured their spaces in the mall, which is scheduled to be opened during the last quarter of 2011. Palram distributor Roka Flex won the tender to supply the sheets following a tight race with European and international manufacturers. Palram Marketing Support department manager, Michel Allouch, also helped securing the project by meeting the customer on site and providing technical assistance. 10,000 sqm of clear SUNLITE 16mm X-Lite multiwall polycarbonate skylights admit natural daylight into the structure, and provide protection from harmful UV radiation and high thermal insulation to help reduce air conditioning costs.



## Palram News Employee Spotlight

### Palram Europe's Sales Administration Department

**Location:** Palram Europe Headquarters (Doncaster, UK)

**Department History:** Since its conception in Doncaster over 11 years ago, the Sales Administration Department has grown from two to ten employees in order to handle the growth of Palram Europe and its customer base. Recent additions to the Department have allowed Palram to extend the language skills to offer customer service in French, German, Italian and Polish in addition to English.

**Personnel:**

Michelle Brown: Sales Office Supervisor	Aneta Adamczyk: East Europe
Deborah Temporal: France	Lynn Raper: UK
Sorrelle Reed: Scandinavia	Linda Atick: UK
Glyn Lewis: Benelux / Deep Sea	Stacey Maundrill: UK
Angela Bland: Germany & Austria	
Gemma Barley: Italy, Spain & Portugal	



Another member of Palram's European sales administration team is Nassima Boukortt of Palram France.

**Everyday Duties:** The department functions as a focal point between Palram and its customers, dealing with the everyday processing of customer enquiries, sales orders through production monitoring and eventual delivery and invoicing. Each sales administrator deals directly with their customer base, enabling Palram to offer a more personal touch.

**Mission in Palram:** The department is dedicated to Palram Europe customer service by providing an effective supply chain through enquiry, order and delivery. Having close contact with Palram's worldwide production plants, warehouses and logistics departments, the Sales Administrators are able to offer fast, reliable and direct transfer of information to the customer.

**Message to Customers:** By introducing multilingual skills to the department, we hope to bring you, the customer, closer to Palram.



**PALRAM H.Q.**

Tel: +972.4.8459.900  
 Fax: +972.4.8444.980  
 palram@palram.com  
 www.palram.com

**PALRAM EUROPE LTD.**

Tel: +44.1302.380776  
 Fax: +44.1302.380788  
 sales.europe@palram.com  
 www.palram.com

**PALRAM AMERICAS**

Tel: 610.285.9918  
 Fax: 610.285.9928  
 palramamericas@palram.com  
 www.palramamericas.com

