

## SO.F.TER. announces leasing of P Group

SO.F.TER. has announced the signing of a lease agreement with P Group. The company said that this agreement is a further step in the strategy adopted since 2008 with the acquisition of Matrixx Europe and it will allow the development of several synergies: both companies operate in the same business and share the same “customer-oriented” philosophy so that their integration will put them in a position to respond adequately to future market challenges.

The agreement will broaden the SO.F.TER. portfolio in the field of reinforced plastics, in which P Group is specialised with the Tecnoprene products. Besides, the integration of copolyester TPEs under the Pibiflex brand name will complement SO.F.TER. thermoplastic elastomers range and allow an approach to new market segments, said the company in the statement issued on 6 August. SO.F.TER. has already completed other two acquisitions in 2010:

- an exclusive licence to use the Heraflex P brand, an elastomer modified polyolefin compound specifically developed for winter sports footwear from RadiciGroup in January and the
- acquisition of the Terra brand and related patents, a TPE pellet for the infill of artificial sport pitches from DSM in February.

P Group is based in Ferrara, where the plants for the compounding of PP, PBT and PA are located. The company also has a sales office in Germany and a global distribution network. P-Group has been involved in the development of the Dolphin technology together with machinery supplier Engel, mold maker Georg Kaufmann, and BASF.

**Adresse:**

<http://www.gupta-verlag.com/rubber/news/industry/8297/so-f-ter-announces-leasing-of-p-group>