
Perstorp strengthens distribution of coatings and resins in the Italian market

Perstorp announced that during Q4/2012, a new and extended distribution agreement was signed between the company and Milano Colori for the sales of Perstorp's products to the coatings and coating resins market in Italy and San Marino.

Besides their traditional role as a distributor of the coalescing agent **NX 795** in the Italian market, **Milano Colori** will also assume responsibility for distributing **Perstorp's** range of building blocks for the coating and resins markets, including pentaerythritol, trimethylolpropane, neopentyl glycol and the company's range of specialty polyols and caprolactones for these applications. The collaboration with Milano Colori will complement Perstorp's own sales force in supplying small to mid-sized customers in Italy and San Marino, says the company.

"Milano Colori is Perstorp's long-standing partner in this market and by formalising this co-operation on a segmental basis we will be able to provide better efficiency as well as more development opportunities to customers in future," says **Massimo Bolognesi**, Regional Sales Manager, Perstorp.

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