

## Perstorp leading with commitment in Latin America

Perstorp will be exhibiting several new products at Abrafati, the main Latin American exhibition and congress for the coatings industry, from 16 – 18 September 2013 in the city of São Paulo, Brazil. According to the company, it is a leader in sustainable chemistry and will present innovative products, such as Capa and Voxtar, that offer good environmental profiles and performance.

Perstorp says it has shown its commitment to Latin America since the 1950's, when it built its first plant outside of Sweden. Today as a well-established speciality chemical company in the region it is continuing to show its commitment through the doubling of staff over the past two years. Since the last Abrafati, Perstorp says it has established a full value chain of support for its Latin American customers with the goal to give them the fastest and most customer focused response, whether it has to do with products, chemistry, processes or logistics. This has seen the organization significantly strengthened in supply chain management, customer services and market development.

Claudio Gaino, Latin America Head commented: "We give a complete end-to-end service solution designed around Latin American customers' needs. With many years' experience we know the individual markets and have adapted and grown our organization to meet their needs."

According to Perstorp, the company has experienced a 35 % sales growth in Latin America since 2010 and it has the ambition to double in size by 2015. 2013 is already seeing sales growing at a double-digit rate partly due to the development of Mexico and Central America and partly due to greater availability of core products, says the company. Key product segments where Perstorp offers a comprehensive speciality chemical range, such as radcure, PUD and high performance waterborne resins, are said to be experiencing very high growth rates.

The substantial investment in on-the-ground support in Latin America is complemented by Perstorp's investments in new products and greater global capacity in core products to Latin America – many of which will be on show at Abrafati, such as **Capa** polycaprolactones. Other investments to secure greater capacity are on stream now, such as the polyol neopentylglycol and the plasticiser **Emoltene 100**.

New products to be highlighted at Abrafati will include Capa for leather and shoe coatings, **Charmor** for intumescent coatings, **NX800** a coalescent for odourless paints, **Boltorn** and **Voxtar**. Perstorp says it is a leader in sustainable chemistry, with many new products, such as Voxtar, the renewable pentaerythritol designed to lower environmental impact, substitute harmful chemicals, and substantially lower the final product's carbon footprint.

"We have a strong team, many with over 10 years' experience, which has now been strengthened with additional resources. On top of that we are experiencing fast and vibrant sales growth. With greater global capacity in our core products plus all the new exciting products on show at Abrafati we and our customers are set for a very successful future", said Gaino.

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