

## Project Delivery - Right to Your Door

The global architectural projects market is a crowded and busy one. This is extremely evident in China, a fast growing economy and an attractive arena for entrepreneurs in all business areas. As part of its strategy as a market leader, PALRAM invests more and more in delivering a comprehensive solution, as service increasingly becomes a key factor in general, and specifically in the field of architectural projects. As a result, supplying the goods becomes a part of the whole package, which PALRAM's toolbox now covers extensively.

PALRAM's production expertise, uniquely extreme product matching and innovation culture are a rich platform for creating a multitude of applications, and also help architects realize their visions and stylish designs. For example: for the Athens Olympic Stadium PALRAM developed the glass-like abrasion-resistant PALSUN Solar-Olympic. The sheets were then supplied with the innovative GA-2004 architectural system after matching with the project plans to it by the Technical Support Department people, which finally accompanied the installation procedure on location. That was 2004's story, whereas today PALRAM offers even more. A broader architectural product range now includes two new standing-seam systems that combine leak and expansion free design. On the color and solar properties tab, PALRAM offers its wide SolarSmart™ range of heat-blocking sheets that enable architects to considerably reduce heat buildup in a given space simply by specifying a member of the aforementioned color family.

Company extensions around the globe link in-house project professionals with local planners and contractors and enable high level of communication to ensure every challenge is met, right up to full completion of the project.



## Spotlight on... PALRAM Beijing Marketing Manager

**History in PALRAM:** I started out as Marketing Assistant when PALRAM Beijing was founded in 2005. During my time here I have experienced every side of the business operation, and was promoted to Marketing Manager recently.



**Sharon Yang** I.D. Tag

**Academic Background:** MSc International Management, King's College, University of London. BA Marketing, University of Greenwich, London.

**Hobbies:** I like movies, cooking and sing Karaoke too. I enjoy travelling, in Europe (when I studied in the UK), in China, and enjoy nature very much in general. Would like to travel to every representative place in the world in my lifetime.

**Scope of activities:** My core duty is to promote PALRAM products. This includes building brand image, sales, advertising and literature, exhibitions and company events. I also handle inquiries, control special projects, costs and quotations. My marketing activities include development of distribution in the Korean and Taiwanese markets. As a senior employee I help with HR, staff training, order placement, imports and logistics, and sometimes coordinating with headquarters accounting department.

**My mission in PALRAM:** To make the company well known in the plastics industry, and the first choice for plastic sheets in the Chinese market. To carry on building our positive brand image and reputation in China. I am proud of PALRAM Beijing's growth and development over the past three years, and aspire to maintain it.

**A personal note:** I see a bright prospect for PALRAM in the fast growing Chinese market. I hope that I can undertake more responsibilities and continue to make a positive contribution to our operations in China.

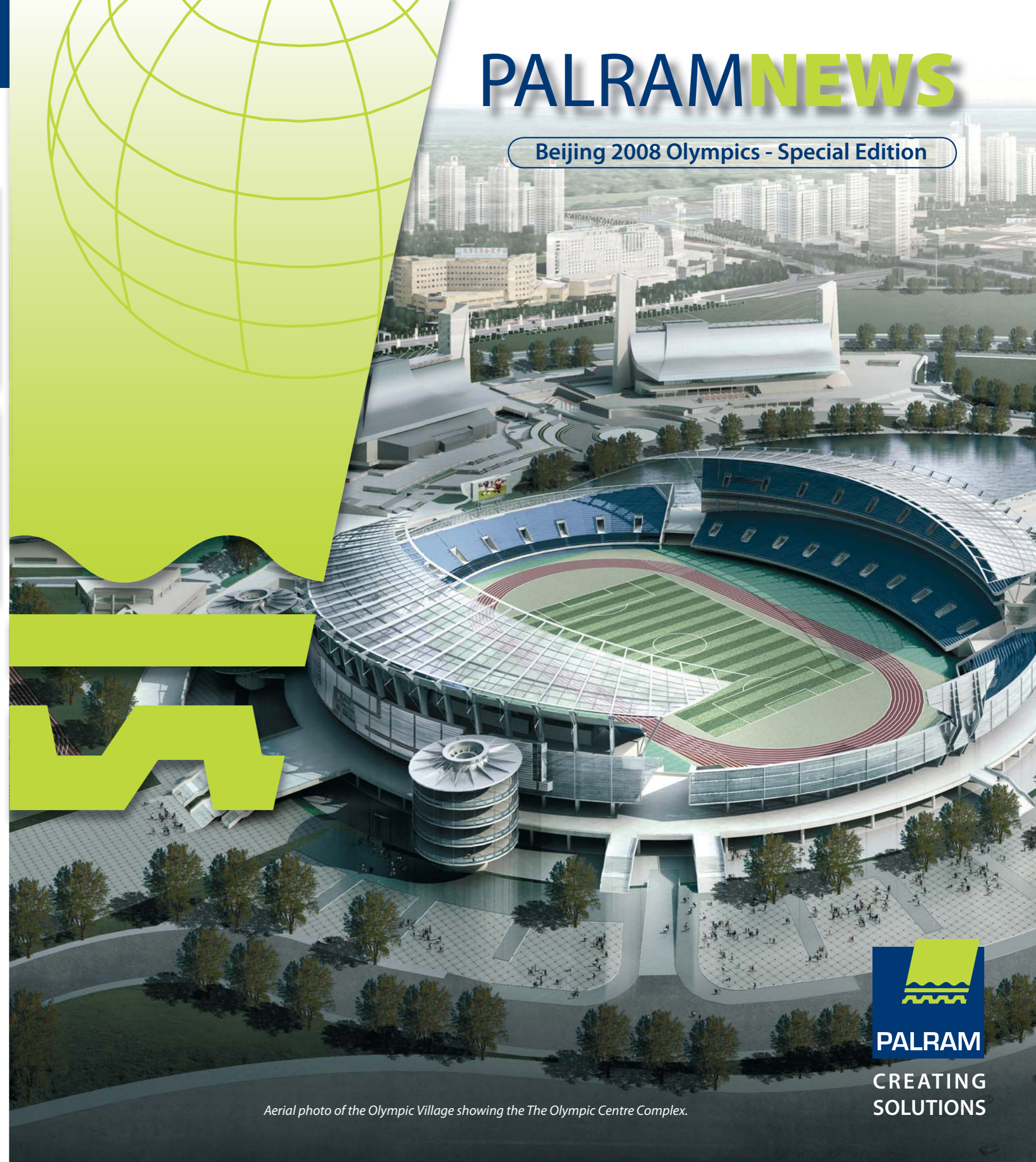
## The Team Behind the Chinese Projects

PALRAM Beijing was established following PALRAM's decision to increase its efforts in China. The office allows PALRAM to handle requests and queries rapidly through direct communication with the local market. PALRAM Beijing was founded in 2005 by its current Managing Director, Mr. Uriya Zait (First in the left in the attached photo), and came into full operation in 2006. Products are brought from the company's plants around the globe and sold mainly to the high-end market segment. On top of PALRAM's traditional application segments, the Beijing office serves the architectural projects market. Two offices, Beijing and Shanghai, synchronize headquarters' Technical Support Department with the special requirements of the Chinese projects market.



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Aerial photo of the Olympic Village showing the The Olympic Centre Complex.



## The Olympic Challenge

Striving for excellence and speed, constantly looking for ways to improve, this mantra isn't new to PALRAM or the athletes who came to Beijing to compete head-on with their top peers in the world today. While PALRAM wishes the best of luck for the athletes, our practical challenges deviate from theirs: to deliver high quality products that simplify construction, assemble easily, do not leak and give long-life service. In an era of growing demand for sustainable solutions and environmentally friendly vi-

sions, our solutions also need to admit more light, reduce heat and energy costs, save on construction materials and be recyclable. Following PALRAM's decision to focus attention on the projects market in recent years, the company's product offering is now backed with complete planning and construction advisory services. PALRAM now has eye-level communication with architects, engineers and contractors, and can drive their projects higher to the best execution possible. Launching two new advanced standing-seam architectural systems into the market this year expanded PALRAM's solution for projects even wider.

## PALRAM's Olympic Legacy

PALRAM's involvement in Olympic events is by now a tradition. But when you put your best manpower to support architectural projects on both the product and the service side, results shouldn't take long to follow. This is evident on projects in general and the Olympic venues specifically. PALRAM's project support array includes a team of engineers and technical supporters with architect-minded working method. The PALRAM projects team is making sure the link between

the architect's vision and the engineers and constructors on site is unharmed by installation challenges and other risks. The Athens Olympic stadium, fitted with a 24,000sqm PALSUN roof, was a tough challenge to rise above. For the 2006 Winter Olympics held in Turin, Italy, PALRAM supplied canopies for the roofs of the participants' accommodations. In the Beijing Olympic Games PALRAM won multiple tenders to supply products for roofing and skylights. All these will be reviewed in this special edition of PALRAM News, along with the people in PALRAM who made it possible.



## Olympic Sports Centre Stadium

A centerpiece of a Olympic Sports Centre complex, the stadium is the only venue in the Olympic Village with a roof made entirely of polycarbonate sheets. The 40,000 seat venue, located at the Olympic Village's southern part, was built for the Asian Games held in 1990. It was then renovated to host football matches games in addition to Cross Country and Show Jumping disciplines of the Modern Pentathlon for the 2008 Olympics. The stadium roof was fitted with SUNLITE Solar Control heat-blocking panels (with Solar Metallic Grey color) to maintain the complex's metallic roofing style and match the roofs of its other two venues, the Ying Tung Natatorium and the Olympic Sports Centre Gymnasium. Specifying SUNLITE multiwall polycarbonate sheets for the roof realized a number of the architect's considerations: the lightweight sheets allowed simplifying of the structure and a larger roof span to cover more extensively over the crowd.



Aside from having the desired color, the Solar-Control sheets admit 15% of the light while blocking a portion of the near-infrared radiation to provide cool light and therefore a more pleasant atmosphere for the visitors.

## Qingdao Railway Station

Qingdao became a co-host city for the Olympic Games to host competitions in its sailing center. As part of the city's massive renovation for the Games, the Qingdao Railway Station was rebuilt almost entirely. The station is a fine example for the German architectural style incorporated into a Chinese-designed building and a typical Qingdao architecture. This enormous structure can now serve 40,000 people on a daily basis. Its roof spans a staggering 40,000sqm and considered one of the largest of its kind in the world. PALRAM supplied PALSUN white-diffuser solid polycarbonate sheets for the roof. By diffusing direct sunlight the sheets help create a pleasant atmosphere for the crowd.



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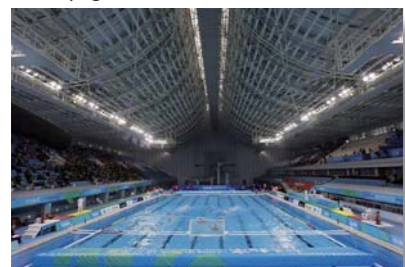
## Hangzhou Bay Bridge

Hangzhou Bay Bridge spans across the Hangzhou Bay off the eastern coast of China and is the longest trans-oceanic bridge in the world spanning 36km. It was linked up on June of 2007, and connects the municipalities of Shanghai and Ningbo, a major industrial city in Zhejiang province, thus shortening the distance for transportation to and from the Port of Shanghai (the world's busiest port by cargo tonnage). Construction schedule was tight to enable the hosting of the 2008 Olympics torch carrier. PALRAM supplied tailor-made thermoformed wind and safety shields for the bridge. The rounded polycarbonate shields have extremely high impact resistance to withstand and reduce the bridge's strong side winds.



## Ying Tung Natatorium

The 5,000 seat indoor swimming pool was renovated and expanded to 44,635sqm to host Water Polo matches and the swimming disciplines of the Modern Pentathlon of the 2008 summer Olympics. Another part of the Olympic Sports Centre complex, Ying Tung's special pagoda-shaped roof was fitted with SUNLITE multiwall polycarbonate sheets for the skylight, which admits most of the necessary light into the structure during daylight hours.



## Terminal 3 - Beijing International Airport

Beijing International Airport's new Terminal 3 generated large media coverage when it became fully operational on march 2008. Designed in cooperation with UK's Foster and Partners Architects, the terminal is a huge structure considered an airport of its own, covering approx. 986,000sqm and intended to accommodate 82 million passengers annually. The advanced dragon-shaped terminal incorporates a range of sustainable design concepts, such as an energy efficient integrated environment-control system, and a south-east oriented dragon scale shaped skylights. For these skylights, PALRAM supplied clear SUNLITE multiwall sheets, that meet the architects criteria for high light transmission and high thermal insulation.



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## Qingdao Airport



As with the Qingdao Railway Station, the local airport was also renovated after the city assigned with an Olympic co-host status. To provide a welcoming environment for the Olympics' guests, airport authorities invested 173M\$ in renovating and extending runways, the air terminal and the aircraft apron area. PALRAM supplied SUNLITE multiwall polycarbonate sheets for the terminal skylights. The 110,000sqm terminal was put into trial operation in late October 2007 and has already handled 7.8 million passengers during that year.



## Training Venues

Among the new and renovated venues for the 2008 Olympics are training facilities prepared for the hosted athletes. PALRAM supplied SUNLITE multiwall polycarbonate sheets for skylights in two of those: the training indoor stadium gym and the fencing training hall.

