

DECEMBER 2009

PALRAM NEWS



[SUNPAL® skylights installed in Huizhou stadium, China (See article inside).]

Season's Greetings!

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From the CEO's Desk

As we could anticipate, this has been a stormy and challenging year. We were compelled to think deeply in the wake of the recession. We have carefully examined various frameworks within the company and inspected them under a magnifying glass in order to achieve better performances. PALRAM's reaction to the new economic situation was to increase its marketing and R&D efforts, which resulted in the launch of five new product lines since the beginning of the year. Some of these innovative concepts will be revealed in this edition. Although the economic skies have not yet cleared, I would like to take the opportunity and thank our customers for their support and loyalty throughout the year and all company employees for their unity and endurance in these difficult times. Thanks to our mutual efforts PALRAM has improved its competitive standing this year.

I extend the warmest Season's Greetings to all of you; may 2010 be a happy and successful year for all of you.

Sincerely yours,
Arnon Eshed
CEO / Managing Director



From the Desk of the New V.P. Marketing and R&D

Dear customers and partners,

We have all experienced an unconventional era this year, as the term "economy" was given a whole new meaning and market trends continue to be uncertain and unclear; in this era I have the privilege of joining PALRAM. My name is Eyal Avishay, I am the new V.P. Marketing and R&D. I believe it is crucial to understand the massive changes that are occurring in our markets at these troubled times, as I am confident that each and every one of us is trying harder to improve. Everyone asks the same questions today. How can we improve, strengthen relations with our customers and serve them better, enhance the organization's efficiency and make the most out of the existing resources? PALRAM is no exception at this.

As a newcomer I found a company that is market driven, customer orientated and alert to specific requirements. Our marketing team makes all efforts to provide new solutions that meet our customers' needs. As we speak, PALRAM is launching the EdgeLock™, a new concept system for self-assembled domestic roofing, which joins our existing panel system range - SUNPAL® and SUNGLAZE™. We didn't rest on other core products either:

- New solutions for usage, guidelines and specifications for PALOPAQUE HYG, PALRAM's antibacterial PVC sheet for cladding in hospitals, clinics, food industry etc.
- Implementing the usage of "Cool Colors" for PVC cladding – introducing new materials with better performance on high temperature and UV absorption.

Our team is committed to maintain the spirit of successive and proactive approach toward all our customers, while preserving the warm relations and atmosphere at this challenging period.

Sincerely yours,
Eyal Avishay
V.P. Marketing and R&D



US Plant Now Produces High Quality Decking Boards

During the past year, **PALRAM was presented with the opportunity to enter the world of the production of outdoor Deck floors.** Trex, the largest manufacturer of wood replacement products in North America, has already established a successful partnership with PALRAM in the field wood-replacements through Trimboard products. In a relatively short time, PALRAM managed to assemble the manufacturing equipment and to yield a high quality product. The high quality decking board is considered a 4th generation product in market terms and holds many benefits over the alternatives. The board offers a wood-like appearance, yet due to its durability, chemical resistance, zero water absorption and resistance to any weather, it requires no maintenance.



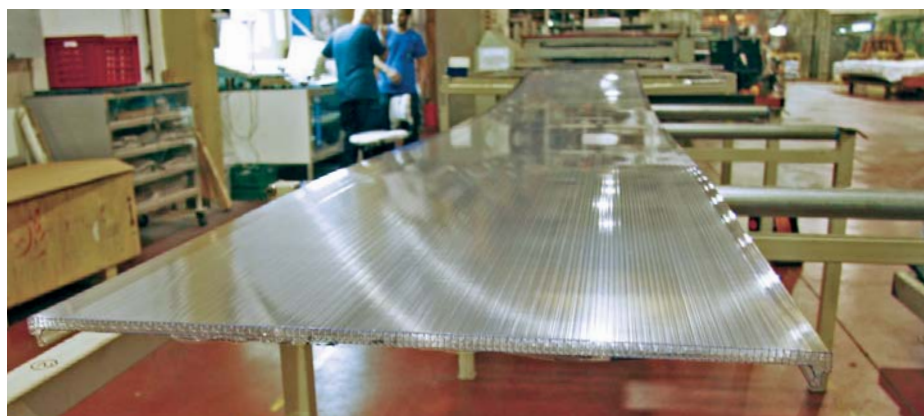
Focus on Quality in PALRAM Israel

“Quality Week”, a cross-department educating event, was held at PALRAM Israel for the first time during the month of September. The event’s concept was initiated and defined by the Israel area management: the review and study of a generic order, including all its aspects and stages, right from the customer’s first inquiry and all the way to fulfilling all his requests. Following each step of the order allowed every employee to study all the responsibilities – his and those met by everyone he comes in contact with. The comprehensive learning experience eventually emphasized individual responsibilities of each one of us and our place within the team-work. Quality Week was developed and supervised by the Quality Assurance department, whilst the learning sessions were run by the PALRAM College team of guides. Many participants regarded the event as enriching and interesting.



SUNPAL® Production Reinforced

PALRAM’s Israeli based Polycarbonate sheet production site has acquired new production capabilities and can now offer the recently-launched architectural system SUNPAL. After expanding its production output, PALTOUGH is supporting the architectural markets more easily and has improved overall logistic capabilities. Israeli-made SUNPAL panels have already been installed in a newly built sport stadium at Huizhou, China (See relevant article in this edition).



PALRAM News Spotlight on... Gary Clement



History in PALRAM: After 6 years working in various roles within Polymer Extrusion, including 3 years with Wavin who operated from our current site, I started working for PALRAM DPL in August 1992 as Shift Supervisor. The total number of employees involved in the plant start up was 9, with one extrusion line producing 1220mm width PALIGHT White PVC Sheet. The role was very flexible with all employees covering all elements of the operation, Mixing, Granulation, Production, Quality, Maintenance, and Warehousing etc. Over the last 17 years with the growth of PALRAM DPL, I have been employed in the roles of Production Supervisor, Production Manager, Plant Manager up to my current position of General Manager. During this period I have been involved in all areas of the plants activities including the development of new products and expansion projects. Our initial one line with one product has grown considerably to six Extrusion Lines.

Academic Background:

Completed Mechanical Engineering apprenticeship. Institute of Management Diploma, Diploma in Purchasing and Production Control.

Scope of activities: On top of my Responsibility for all aspects of PALRAM DPL, I lead a highly committed Management Team with a total of 100 employees. PALRAM DPL produces over 13,000 Tonnes of flat and corrugated, rigid and foamed PVC products per annum.

My mission in PALRAM: To continue with the development and growth of PALRAM DPL in producing the highest quality of PVC Sheets across the full product range and focus on developing further the skills of the workforce. This also includes the improvement of the Production area and Finished Goods storage facilities together with improved Health and Safety across the site.

Expanding Presence in Australia

PALRAM has lead the Australian generic sheet market for many years. By supporting a distribution partner, PALRAM's local marketing office has built SUNTUF as the leading brand in the field of corrugated polycarbonate sheets. Recently, PALRAM has acquired the business activities of the distributor, BURNSIDE PLASTICS, in order to strengthen PALRAM Australia's foothold in the architectural projects and DIY markets. An experienced and skillful team is already running Australian operations from 5 offices, 4 of which also operate logistic warehouses.





Innovative Signage by PALCLEAR™ Diffuser

Manufacturers of illuminated advertising signage (also known as light boxes or light fixtures) have three important requirements for the covering screen material:

1. Maximum haze to...

- Avoid uneven lighting and "glare stripes".
- Reducing the distance between the lighting elements and printed screen.
- Reducing the size of the entire light box.

2. Maximum light transmission in order to...

- Save energy
- Reduce illumination costs
- Making light reflectors unnecessary and reduces the box's weight

3. UV resistance to prevent the screen from yellowing.

A new version of PALRAM's flat translucent PVC sheet does just that.

As one of PALRAM's first manufactured sheets, PALCLEAR has been modified and improved during its 40 years of existence. In its water-clear form, PALCLEAR is a class leader. Recently introduced by PALRAM's R&D and Marketing Support departments, the new PALCLEAR Diffuser presents a unique formulation that offers a high light transmission and 100% haze rate.

In 3mm sheets, PALCLEAR Diffuser offers 75% light transmission in comparison with 35% in equivalent White-Opal sheets. High UV stability allows the new sheet to maintain its performance for many hours in proximity with the light source.

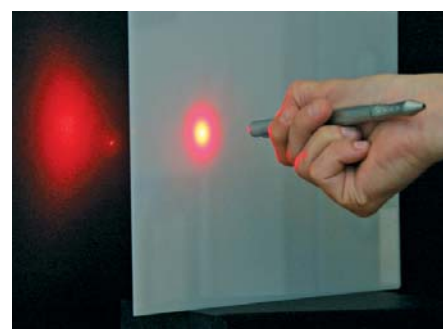
By saving energy and reducing the size and weight of the light-box, the new sheet becomes an environmentally-friendly product. With its high flammability ratings, PALCLEAR Diffuser becomes the material of choice for light-box manufacturers.

Shlomi Yehodai
Marketing Support

Standard White Opal Sheet transmits laser point "as is".



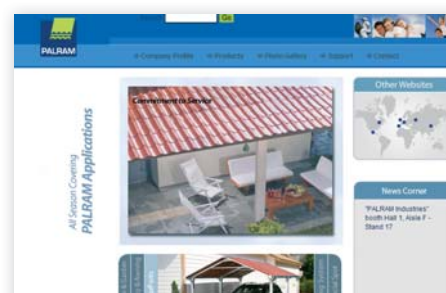
New PALCLEAR Diffuser sheet disperses the laser point.



PALARAM Applications Launches New Website

PALRAM Applications, the finished products subsidiary, has launched its own website during last September. The company's wide product range, which was presented in the corporate's main website until recently, is given a new and more accurate display. The new website will also allow direct communication with the subsidiary's distributors and end-users.

For more information please visit:
www.palramapplications.com.



SUNPAL® Skylights Installed in China

PALRAM's multiwall architectural system is now installed as part of the roof of a newly built stadium in the city of Huizhou, located in the southern province of Guangdong, China. The stadium will host the football matches in the 16th Asian Games, scheduled for November 2010. SUNPAL skylights (10mm, Clear) were fitted into an arched structure at variable strip lengths, which amount to 6650sqm (72,000sqf) in total. Thanks to its smart design, the SUNPAL system was quickly installed, which was significant since the roof reaches the height of 50m. The panels' properties accommodate moderate light transmission that avoids blinding and heat buildup under the roof, whilst still offering protection from harmful Ultraviolet rays.



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