

PALRAMNEWS

January 2009 Edition



An extra-colorful acoustic barrier, part of the new road works at Geelong, Australia

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CREATING
SOLUTIONS



From the CEO's Desk

Dear customers and partners,

We have just signed on the year 2009 plan, with a challenging attempt to predict how this year will turn about. Amidst the global economic uncertainty, the plan relies on growth continuity for the company. We have an especially challenging year ahead of us, a year that would bring all of the company's qualities to expression. The PALRAM team is well aware of the task ahead, and will make the most of the experience and knowledge that have been accumulated in the company for so many years.

Our main goal would be to listen to our customers and suppliers, rely on long term relations tied between us and make the most of them in these circumstances.

I hope all of you rested well in the past holidays and took the time to detach from work. I believe that a short glance should be taken through our perspective glasses to examine the circumstance beyond the financial figures and appreciate PALRAM's cumulative efforts, qualities and aspirations.

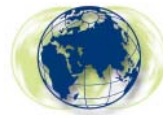
Despite these troubled times, I am confident that we will emerge stronger, more resistant, more creative, and ultimately prepared to move forward when the time arrives.

I take this opportunity to extend my warm regards and wish you all a strengthening year in 2009.

Sincerely yours,

Arnon Eshed

CEO / Managing Director



Closer to Central European Customers

A Central European warehouse can now offer independent product supplies to surrounding markets and ultimately offer PALRAM's products and services in a cost effective bundle. Customers from Germany, Poland, East Europe, Benelux and Scandinavia now have a source for PALRAM products close by. This step significantly improves PALRAM services to customers and partners in the European market with a logistic service center that is just around the corner. "PALRAM is making a step towards customers in Europe, offering next-day product deliveries that weren't available until now", says Hanoach Goldman, VP Europe Marketing. Customers are invited to contact PALRAM distributor in their area for further information.

- Next day suppliance
- Pallet-and-above deliveries within 24 hours
- Free delivery on orders over 3000€
- Cut-to-size services
- Optional pallet splitting



First Appearance Counts 1

PALRAM UK exhibited at "Interbuild 2008" for the first time. Interbuild is UK's largest building and machinery trade show, held at Birmingham's N.E.C. PALRAM UK's initial plan was to create new opportunities in the specification market and to meet with the architects, specifiers and construction companies. Gaining exposure for the PALRAM product range also has a strategic meaning in leading to 2012 Olympics and as a follow on from the Beijing 2008 Olympics. Appearing in "Interbuild 2008" was also an effective launch pad for PALRAM's new standing-seam architectural systems, SUNGLAZE and SUNPAL, which significantly strengthen the company's offering to the construction market. With a high overall interest, over 125 enquiries for information on the product range and a clear interest for further knowledge on the innovative new systems, PALRAM UK marks a successful appearance in the trade show.



First Appearance Counts 2



PALRAM also embarked on another fair this month, at the largest construction fair in Germany. Fortunately for PALRAM, the timing was excellent to appear at the BAU (German for construction); the fair appears to be restoring its status as a leading construction event was especially attractive this year. In spite of global economic circumstances, the atmosphere in the fair was characterized by large interest in products for construction and suggests that the year 2009 could end as a successful one. Customers and visitors showed interest in PALRAM's architectural systems and other products for construction.



Innovation put to the Contest

The four winners were called to the stand to get their rewards. On stage, PALRAM applications CEO - Roy Rimon and Manager of the Israeli Design Center - Amnon Zilber, were welcoming and congratulating the young designers.

The conference, which was titled "Environment, Energy & Design – Innovative Thinking", was the culmination of a contest launched in early July titled "From Material to product – innovation 2008". It was an international event and a suitable platform to express a new global design philosophy called "Cradle to Cradle", which consists on the design, development and manufacturing of products that rely on sustainable strategy and ultimately make our planet safer and cleaner. The contest was sponsored by PALRAM Application Ltd and conducted by the Israeli Design Center.

"Israel is a greenhouse for designers and ideas who seek companies with the right vision to transform creative minds into a business" said Yuval Shamir, PALRAM Applications R&D Manager. This is exactly why PALRAM Application decided to join the project and settle in the heart of the design world in Israel, to reveal, contribute and share its abilities with the local industry.

The contest's goal was to creatively match PALRAM's semi-finished products (flat sheets) with PALRAM Applications finished-products culture and expertise. Students, graphic designers, architects, engineers and leading studios were given a two month period to look for ideas for products with regard to renewable energy, outdoor usage, gardening and indoor use. The best ideas would then be developed by the company's R&D team and ultimately reach leading DIY retail chains worldwide.

22 fresh ideas were selected from a total of 80 submitted offers that included a variety of concepts and innovations. The selected ideas were then examined by a special panel. Winning proposals included a sophisticated laundry drier, a doghouse, a sand box for children and a solar heater.

PALRAM Applications concluded an excellent year, with numerous projects launched and maintained, such as giant canopies and pergolas, carports and innovative new hobby greenhouse in multiple scales. A suitable end to this year, the "Innovation 2008" contest contributed to PALRAM Applications' position as a leading plastic manufacturer in the Israeli industry and an expert within global DIY and finished product markets.



PALRAM Industries Receives Golden Mark

A special mark was given to PALRAM Industries for meeting high operational criteria of the production sites operating under it. All three - PALRAM Israel, PALTOUGH Industries and PALRAM Applications - are accredited to three well known international standards in the realms of production quality (ISO 9001) and environmental safety and health (ISO 14001 and OHSAS). The Golden Mark was given by the "Standards Institute of Israel" in the presence of other leading firms in the Israeli business world.



New Manager for PALRAM Germany



Since mid-2008, PALRAM Germany has a new manager, Soeren Fischer. Soeren has already been running the German office for a few months after coming in place of former manager Bernd Geldmann, and has already represented the office at BAU 2009, a large scale construction fair held in Germany during mid-January. As a former Quinn employee, Soeren brings many years of experience in the field of flat sheets, which complements PALRAM's dominance with corrugated sheets in the market. Soeren is married with two children, and is a sport cars fan in his spare time. His high communicative skills, long experience in the field of thermoplastic sheets and his colorful personality will help him carry his office' strong presence in both German and Austrian markets even further.

PALRAM News Spotlight on...

History in PALRAM: Johana began her career with PALRAM Americas in December of 2001 as a receptionist. She was promoted to work as an Inside Sales Rep within a few months. Over the next 7 years Johana held a variety of titles, including Inside Sales Coordinator, Sales Coordinator, and her current title of Sales Administration Manager. She has serviced some of PALRAM America's highest volume customers, while also providing executive level assistance to the company's management. Johana has received continuous praise from customers regarding her can-do spirit and her ability to multi-task effectively while under pressure. The sales team has come to rely on her seasoned experience for guidance and answers.

Scope of Activities: "My daily activities span between sales, production, and accounting, as she acts as the liaison for sales between those departments". Johana is considered to be the "go-to person" who understands production scheduling, inventory levels, credit issues and how to overcome obstacles that might prevent the completion of a sale.

Mission in PALRAM: "The rate of sales growth at PALRAM Americas has been phenomenal. Each day, my mission is to help keep that momentum going and to do whatever it takes to remove obstacles for our sales success. It's always a challenge, but it's been so rewarding to see the continued growth since I joined the company".

A Personal Note: "I was raised in Allentown, PA, very close to PALRAM Americas' current US headquarters. After completing high school I joined the US Marine Corp and achieved a rank of Corporal. I'm proud to learn that I would be featured in the PALRAM News Spotlight and look forward to sharing the newsletter with my three children, Kiara (9), Davon (3), and Angel (1)".

**Johana
Gonzalez**

PALRAM Americas Sales
Administration Manager





MSDS – No, PSDS – Yes

With the new regulation from EU's REACH (Registration, Evaluation and Authorization of Chemicals) made valid, PALRAM was compelled to update some of the terminology in the safety data sheets of its products as a legal safety precaution.

As a manufacturer of extruded thermoplastic sheets, PALRAM purchases raw materials and chemical additives only to produce sheets from these ingredients. The sheets, or "articles", are engineered plastic products that are not prone to chemical process in their life service.

Since we do not produce substances or formulations, the term 'Material' is not suitable for our products. For this reason, documents previously defined as "Material Safety Data Sheet" have changed to "Product Safety Data Sheet".

Revised data sheets are available for download at the corporate website (www.palram.com). For further information please contact PALRAM's Technical Support Department.

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