

MAY 2010



[SUNPAL® architectural canopy at the Ipswich Post Office, Australia (See article inside).]



## From the CEO's Desk

After the troublesome and unusual year of 2009, a new set of challenges has emerged in 2010. The raw materials market has now become rough with rising costs and unregulated supply. PALRAM is faced with an increasing demand for its products, which to me demonstrates our customers' commitment to the company and our efforts to improve all aspects of service. Global economy is yet unstable and continues to challenge PALRAM, as it does with many other multinational operations. Although the tides of the last recession are slowly calming, it is too early to determine the nature of the recovery and what the cumulative effect of the financial crisis will be on all of us.

As long term players, we are now making preparations to increase production output on a variety of products at several production sites, while developing new business channels outside our traditional activity.

Let us hope that the year of 2010 will bring better performance, stability and confidence to all of us.

Sincerely yours,  
*Arnon Eshed*  
CEO / Managing Director

## UK Parliament Member visits PALRAM Polycarb

The Honourable Rosie Winterton MP, a member of the British Parliament, came to visit PALRAM Polycarb factory in Doncaster last March. As Minister for Regional Development in the Yorkshire and Humber region, Rosie Winterton is keen to praise production success and innovation in both her local constituency, as well as in the region. As the local MP, the visit was an opportunity to recognise the achievements of the factory in production output and export sales. PALRAM Polycarb Ltd was established in 1995 and employs around 100 workers. In 15 years, the site has produced over 70,000 tonnes of thermoplastic sheets with over 55% sold to export markets.

Rosie Winterton was accompanied by Simon Storer, Communication and External Affairs Director, Construction Products Association. Simon applauded the export success reflected by the international projects for which Palram Polycarb has made and supplied thermoplastic sheets, including the Athens, Turin and Beijing Olympic Games. *"Here is a UK based manufacturing company which is successfully trading through the international recession producing and exporting innovative materials for the construction industry, and we wish them every success in tendering for projects associated with the London 2012 Olympics as well as other opportunities in the future".*



## Sharing Knowledge around the Globe

The Marketing Support department is a multitask operation that is constantly developing. The department provides tailored services and products on top of its daily routine of technical support and product application management. One of the department's responsibilities is conducting workshops and seminars. These mutual learning experiences bring the department experts together with customers, professionals and members of the PALRAM sales team to share in-depth knowledge of products and their best practices. On many occasions, the learning also works vice versa, when professionals provide feedback from their personal experience. The knowledge transferred on both ends can be invaluable.

As PALRAM becomes increasingly involved with architectural projects and enlarges its specialty offering to this market segment, the department also works as expert for architectural products, consultation and related services.



Solutions for Architecture Seminar  
Construction professionals, India



SUNTUF® Plus for Greenhouse Seminar  
Farmers & Growers, Italy



Solutions for Architecture Seminar  
Construction professionals, South Africa

# PALRAM Russia Marketing Office Launched

PALRAM has expanded its operations in Russia. The new office and logistic warehouse, located outside of Moscow, are already serving the company's customers in the CIS (Commonwealth of Independent States). Despite the slowdown resulting from the last recession, Russia is still considered a rapidly growing economy with high potential. PALRAM is one of the handful international sheet manufacturers to expand their local presence, which local customers are learning to appreciate. On the marketing side, PALRAM Russia aims to promote specialty products such as SUNPAL & SUNGLAZE architectural systems, PALRAM Applications' line of Hobby Greenhouses and the new decking board, PALDECK. The office is also preparing to bid for projects related to the 2014 Winter Olympics in the city of Sochi.



# SUNPAL® Gains Foothold in Australia



Facade, RAAF Base, Amberley QLD  
SUNPAL® 18mm Solar Ice

SUNPAL is gradually gaining a strong foothold in the Australian market since its launch in 2008. The architectural multiwall polycarbonate system has the solid support and extensive experience of the PALRAM Australia team. With double-sided UV protection as standard, any panel in the stock is suitable for both roofing and cladding applications, which makes logistics more flexible. PALRAM's color matching capabilities allow infinite specification possibilities. Furthermore, a new SUNPAL version is scheduled for release in the upcoming months. Diffuser Plus creates a pleasant atmosphere by diffusing both transmitted and reflected light.



Study Pods, Gold Coast QLD  
SUNPAL® 8mm Clear



James Boag Brewery, Tasmania  
SUNPAL® 18mm Clear



SANBY Northbridge Daycare, NSW  
SUNPAL® 10mm Solar Ice



Yarrville Community Center, Vic  
SUNPAL® 18mm White Ice

## PALRAM News Spotlight on... Lea Kotler



**Position in PALRAM:** PALRAM College Manager

**History at PALRAM:** I was recruited early in 2008 to launch and run PALRAM College, our organization's human capital development center. I got my training and experience in education from my previous career as school principle. Prior to that, I was a teacher.

**About PALRAM College:** The College, as we like to call it, is the fruit of Chubin's vision (Amir Zohar, today UK Area Managing Director). Seminars are run by the College team of instructors, which do their work parallel to their regular PALRAM duties. The team is comprised of selected PALRAM employees from each site and are still being trained on a regular basis. The College program was launched in PALRAM Israel, and is now being adapted to the European and Americas sites.

**Scope of activities:** PALRAM College works on several levels. The center provides training and specialization courses to new and veteran employees, runs a management development program and promotes knowledge preservation programs and organizational procedures such as "feedback". Finally, the College operates PALRAM Israel's community improvement services and donations program.

**My Mission in PALRAM:** The fruits of investment in human capital are difficult to measure with tables and figures, but I believe that it preserves our company's values, such as working together with informal, open communications. I also believe this program strengthens every trainee's effectiveness and sense of belonging. I hope every PALRAM employee will have the chance to benefit from this program this year.

### Academic Background:

MA in Conflict Resolution,  
Organizational Development.

### Personal Note:

I believe in people's ability and right to develop. As an optimist, I like to see the part of the glass that is full.

## Supporting The Hungarian Advertising Market

PALRAM presented its range of solutions for advertising at the Hungarian branch of Antalis in a customer seminar held by the company. PALRAM workshops were conducted by Jitka Vaclavkova, East Europe sales manager and Omer Shoham, advertising applications manager of the Marketing Support Dept. Antalis is one of the largest suppliers of consumables for the advertising market, who deepened its Hungarian foothold by purchasing the local distributor Polinoor last year. Antalis Hungary Manager, Mr. Andreas Bouchal, revealed the company's plan to deepen marketing cooperation with PALRAM and dedicate more storage space for thermoplastic sheets.



### PALRAM Industries Ltd.

#### PALRAM Israel Ltd.

Tel ► (972) 4 8459 900  
Fax ► (972) 4 8459 980  
E-mail ► [palram@palram.com](mailto:palram@palram.com)  
Web ► [www.palram.co.il](http://www.palram.co.il)

#### PALRAM Americas Inc.

Tel ► 610 285 9918  
Fax ► 610 285 9928  
E-mail ► [palramamericas@palram.com](mailto:palramamericas@palram.com)  
Web ► [www.palramamericas.com](http://www.palramamericas.com)

#### PALRAM Europe Ltd.

Tel ► (44) 1302 380776  
Fax ► (44) 1302 380788  
E-mail ► [sales.europe@palram.com](mailto:sales.europe@palram.com)  
Web ► [www.palram.com](http://www.palram.com)