

## **Kuraray successfully completes the extension of capacity at the Troisdorf site**

**Investment consolidates Division TROSIFOL's leading position worldwide with "jumbo" widths**

The extension of capacity of Kuraray Europe's Division TROSIFOL announced at the glasstec 2007 fair in Düsseldorf has been completed on schedule. The new production plant for PVB film for laminated safety glass went successfully into operation in the third quarter of 2007. Because of the sustained high demand for PVB films in Europe, Kuraray Co. Ltd. (Japan) had decided to increase the production capacity for TROSIFOL PVB film of European subsidiary Kuraray Europe GmbH, Frankfurt, by a further 12,000 metric tons or so per year. By building this fourth plant for jumbo film widths (3.21 m), TROSIFOL has consolidated its global leadership and thus still has the biggest production capacity for this width. Potential annual output is now at well over 50 million square metres.

Strategically, this project is a new step towards greater consolidation of market leadership and towards an expansive market strategy. Supported by the parent company Kuraray in Japan, the strategy is justified by years of consistent double-figure growth with PVB films.

The key factors are, as always, in-depth research and development work, which, thanks to the vertical value chain within the Group, benefits from the expertise of other Group companies. For supplies of PVA resins, this has brought forth close cooperation, which TROSIFOL head Karl-Heinz Spiess refers to as a "shining example

of the genuine exploitation of synergies in a vertical integration structure". The most striking aspect of this was the presentation of a totally newly developed product range in the architectural sector last year.

TROSIFOL intends to continue its expansive strategy next year as well. Mirroring the strong position in the architectural sector, business with PVB films for automotive glazing will be strengthened and expanded. On top of this, work on the development of additional fields of application has been in progress for several years in order to establish TROSIFOL in new business areas. The 20 to 30 per cent market growth in photovoltaic technology is creating new, fast-expanding markets. Particularly in the field of fast-growing solar modules based on thin film technology, TROSIFOL wishes to claim a strong position. This is where eight years of internal development work have paid off with the painstaking launch of TROSIFOL solar products on the market. Demand has been truly astronomical here for about a year now.

However, it is not only in its product policy that TROSIFOL is pursuing an expansive strategy, for the company has successfully built up its own sales organization in China, with sales offices in Shanghai, Beijing and Guangzhou. Further distribution and production locations are in planning and will be realized in the medium to long term.

The Kuraray Group is actively accompanying this strategy of further worldwide market penetration – not only by investing in film. The further development of PVB business is being accompanied by further investments in PVA and PVB resins which are intended to secure supplies of raw materials for TROSIFOL and growth for the coming years.

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#### **About TROSIFOL**

The raw material for all TROSIFOL films is polyvinyl butyral (PVB). PVB has been used as an interlayer for laminated safety glass since the mid-Thirties. Plasticizers are added to PVB, a resin in powder form, to give it sufficient elasticity for use as a safety glass film. The high development standard of TROSIFOL today is the outcome of experience with the processing of this raw material since 1953. As a result of ongoing research and development work, TROSIFOL has become one of Europe's leading manufacturers of films for architectural glazing. Today, TROSIFOL maintains a worldwide distribution network with several subsidiaries, agencies and warehouse locations and sells its products in over 70 countries. PVB is produced at the parent plant in Troisdorf near Cologne, Germany, and at Nizhny Novgorod, Russia. Certified to SO/TS 16949 and DIN EN ISO 9001:2000, the TROSIFOL brand also reveals its strengths on the automotive OEM market. The TROSIFOL brand has belonged to Kuraray Europe GmbH in Germany (formerly Clariant, Hoechst AG), a company of internationally active and listed Kuraray Co. Ltd., since 1<sup>st</sup> January 2005. In Germany, Division TROSIFOL has a workforce of about 100 and worldwide of about 200.