

ROWA news

NEWS FROM ROWA GROUP



Dear Business Associates,
dear Ladies and Gentlemen,

Once again we are heading down the home stretch towards the end of the year. Behind us are exciting and successful months in which we have been developing

new products and expertise for you, dear partners. Amongst other things, we are proud of the newly opened Color Competence Center of ROMIRA, where a team of 13 employees are currently working on tailored solutions for our customers and are thus making our world just a little bit more colourful. You can read a detailed report on page 4 of this ROWAnews edition.

We have also brought our customers more on board this year and have asked for your opinions. I would like to take this opportunity to express gratitude to all those who participated in this year's customer satisfaction study. We highly value your feedback because this is the only way to find out if we are on the right track and it also helps to identify areas that can be optimised even further. The results of this study are wholly positive. We are delighted that you appreciate our work, because your satisfaction is close to our hearts. We are fully committed to remain your reliable and competent partner in the coming years.

2015 is also a year of important trade fairs. We have already presented our comprehensive product portfolio and also fostered our national and international industrial contacts at the ECS in Nuremberg, the NPE in Orlando, the Techtexil in Frankfurt and the VDI Conference in Mannheim. We are looking forward to lively discussions with you, dear business partners, particularly during the Fakuma in Friedrichshafen, which will be held from 13 to 17 October.

Udo Müller started working for the group of companies on April 1st 1965. You will find a short article about his 50th anniversary on page 8.

And now, I wish you much enjoyment reading this current edition of the ROWAnews.

Best regards,
Kai Müller



Eco-friendly? Of course! Sustainable floor coverings aided by ROWA Masterbatch



The bright masterbatch ROWALID PET-19566 light grey is incorporated in ecological floor panels

Good for the environment: ROWA Masterbatch is playing a key role in the development of resource-conserving floor boards made by Röber Kunststoffe. ROWA's long-standing co-operation partner manufactures floor boards from recycled PET beverage bottles, thus conserving not only the ecosystem but also the existing floor coverings in tennis halls. The main application area of Röber floor coverings are converted tennis halls that are used for corporate events or receptions. The boards are simply laid down on the existing floor covering and connected together so that the halls can be used for events in the summer. ROWA Masterbatch supplies Röber with ROWALID PET-19566 light grey colour granules and thus contributes to the attractive appearance of the eco-friendly floor boards. "Sustainable management of available resources is very close to our hearts", says Markus Röber, owner of Röber Kunststoffe, and continues, "We are glad to have ROWA Masterbatch at our side as a competent partner who fully supports us in achieving this goal." Röber Kunststoffe, which is based in the Westerwald region of Germany, produces acrylic glass, polycarbonate, and PET boards

in many different designs using state-of-the-art extrusion lines. Incidentally: environmental protection is also obligatory in the production department – the entire electricity requirements of the company are supplied by green hydropower.



The floor panels are mostly used in converted tennis halls

More information

www.rowa-masterbatch.de
Gisela Birnbaum · Tel.: +49 4101 706 149
g.birnbaum@rowa-masterbatch.de

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ROWA Masterbatch has a good internal chemistry



Employees of ROWA Masterbatch appreciate the joint dialogue

Motivated employees are more committed to their employer and more successful. "Increasing motivation has been proven to increase production by 10 to 20 or even 30 percent," reported Thomas Merten from the Trifolium Beratungsgesellschaft mbH in an interview with the Handelsblatt newspaper on 20 June 2015. ROWA Masterbatch also depends on the commitment of their employees and knows his responsibility towards their personnel and intentionally strengthens their identification with the company.

True to the maxim "only well-informed employees are motivated employees," Dr. Nonio Wolter invites his team to a monthly information session. The recently graduated doctoral chemist has been working for ROWA Masterbatch since 2013 and has been Production Manager since 2014. Topics discussed during these 30 minute meetings include optimisation of workflows, production effectivity and new features of production systems. The lively exchange between colleagues provides direct feedback on the respective topics. "For us, it is important that internal communication is effective. This is the only way to ensure that we continuously improve and learn from each other. We want to work out solutions together. My team are experts in their field and some have many years of experience. I can only profit from this," points out Nonio Wolter, explaining the reason behind the regular meetings.

The employee information sessions are obligatory for all employees and of course take place during working hours. And what do the employees say about the monthly meetings? "A very good idea," says plant operator Christoph Behnke, "the training sessions deal with current topics and are extremely interesting. I am especially pleased that we can exchange information regularly within the team. It is good to know that our suggestions for improvements as well as our concerns are heard." For many long-standing employees, these meetings took a little getting used to," adds Christoph Behnke. However, "they were quickly convinced of the positive effect. After all, this group exchange helps us all."

ROWA Masterbatch significantly increases its capacity

ROWA Masterbatch has always been a reliable and competent partner for its customers. This strategy has been paying off with increased demand for ROWA Masterbatch products; thus, the ROWA GROUP has decided on a capacity Technical Centre expansion. A new production facility – will include all "the bells and whistles" and with new equipment manufactured by Coperion – will be inaugurated at the end of 2015.

The new system is designed as a flexible manufacturing concept that will include an upstream container mixing system, several gravimetric dosing units, as well as an underwater and strand pelletiser. Side feeders are planned for gentle incorporation of shear-sensitive pigments and functional additives. This will allow ROWA Masterbatch to continue offering its customers a wide range of polymer-specific masterbatches.

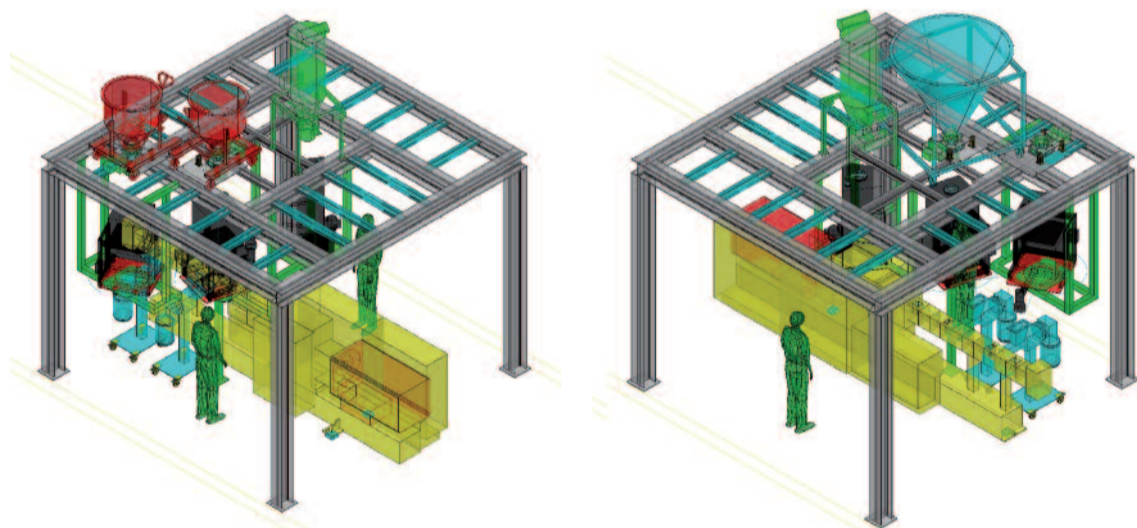
In addition, the Technical Centre will also receive an ultramodern cast film line. The nozzle width of 250

millimetres and co-extrusion capability makes it ideally suited for manufacturing multilayer packaging films. This equipment will also drive forward further development projects in cooperation with customers.

Last year, ROWA Masterbatch already met demands for more stringent requirements and invested not only in the Production Department but also in the Technical Centre. For example, the system controllers were modernised with Siemens S7 units. The gravimetric liquid dosing units, which can be used with various production systems, allow more flexible processing of complex recipes. The injection-moulding machines of the Technical Centre were equipped with interchangeable cassettes that are suitable for processing challenging plastics with tool temperatures of up to 140 °C.

More information

www.rowa-masterbatch.de
Wulf Hagemeister · Tel.: +49 4101 706 162
w.hagemeister@rowa-masterbatch.de



ROWA Masterbatch will open a new production plant at the end of the year

ROWASOL is colouring up India

India is the world's largest democracy and is also one of the BRICS states (together with Brazil, Russia, China, and South Africa). These newly industrialised countries are distinguished by their extremely fast-growing economies, remaining untouched by the global financial crisis.

ROWASOL is now able to supply this huge market on the national scale and thus expand its market presence in Asia. This is made possible by its partnership with the Indian distributor Jayvee Organics & Polymers PVT. LTD. Jayvee Organics distributes a large portfolio of polymer additives, compounds, and TPEs. ROWASOL will supply the company with liquid colours for a range of applications, particularly extrusion and injection moulding. Distribution covers the entire Indian market, one of the most exciting growth mar-



kets worldwide. ROWASOL is looking forward to collaborating with Jayvee Organics and to supplying its products nationwide to this huge market.

The cooperation also emphasizes the international orientation of the entire ROWA GROUP, which has maintained contacts to Jayvee for many years. For example, TRAMACO has been working successfully and reliably with the company since 2003. Jayvee Organics is the sole distributor of TRAMACO foaming agents in India.

More information

www.rowasol.de
Udo Wilkens · Tel.: +49 4101 706 335
u.wilkens@rowasol.de



Satisfied customers – The key to success

For the ROWA GROUP and its affiliated companies, customer satisfaction has been a decisive factor driving its long-lasting growth over the years. The company group makes every effort to ensure short delivery times, utmost punctuality and maximum flexibility in fulfilling customer wishes. The result of the annual customer opinion poll proves increasing customer satisfaction in all aspects of product quality, service quality, innovation and problem solving. Determination of relative customer satisfaction was added to the opinion poll in 2012 in order to evaluate the company group's position within the sector and thus be able to orient it even better within the overall market.

The results of the annual surveys are comprehensively analysed and evaluated. The derived measures for further improvements of individual aspects are incorporated into the change management system of the respective companies.

The ROWA GROUP achieved outstanding results in 2014. The companies obtained even higher marks, for example with respect to punctuality, delivery times, technical quality and service quality. These results reflect the confidence of the customers in the performance of the ROWA GROUP, which has developed over many years and has contributed to the success of the companies.



ROWA is increasing its energy efficiency

The chemical industry is one of the most energy-intensive sectors. Manufacturing companies, in particular, thus have a responsibility to utilize natural resources in a sustainable manner. The ROWA GROUP is also committed to continuously monitoring the energy efficiency of its processes to ensure it remains competitive on the one hand, and to contribute to environmental and climate protection on the other. Therefore, the ROWA GROUP has decided to integrate an energy management system in accordance with DIN EN ISO 50001 into its already existing management systems.

Lack. The remaining companies of the Group should be able to follow suit in 2016.

According to the International Organization for Standardization (ISO), the aim of this international standard is to enable organisations to implement the necessary systems and processes to improve their energy-related performance. Implementation of this standard and the resulting systematic energy management should thus reduce not only greenhouse gas emissions and other environmental impacts, but also energy costs.

More information

www.rowa-group.com
 Marco Lange · Tel.: +49 4101 706 888
 lange@rowa-group.com



ROWA US: The Technology Center is taking shape



As already reported in the previous edition of ROWAnews, the ROWA Inc./GROUP USA LLC. is currently building a new Technology Center. It is located in Croydon, Pennsylvania, and is expected to be ready at the end of 2015. The new Center will enable the ROWA GROUP to provide even better services to its international customers, particularly for customer enquiries from North, Central and South America. An in-depth report along with the first pictures will appear in the next ROWAnews edition in spring 2016.

More information

www.rowainc.net
 www.rowa-group.com
 Dave Baglia · Tel.: +1 609 567 8600
 dave.baglia@rowainc.net



Mário Coelho Quimica appointed as Market Development Partner in Portugal



Mário Coelho (left) and Pedro Aires are supporting ROMIRA on the Iberian market

On July, 1st 2015, ROMIRA appointed Mário Coelho Quimica as the Market Development Partner for Portugal. Founded in 1972 by Mr. Mário Coelho, Mário Coelho Quimica is today one of the main family owned distribution companies in Portugal for the plastic and rubber market and part of the MC Group. Situated in Porto, the MC Group serves the Portuguese and Spanish market with 48 dedicated employees and offers an excellent infrastructure for customers and principles.

“The Portuguese, as the Spanish plastic industries, have suffered a lot in the past few years from the crisis but in the recent months both markets are showing strong signs of resilience. Therefore, after more than 10 years of loose cooperation with the MC Group, a point was reached to bring the relationship of MC and ROMIRA to the next level!” Stig Lindström, General Manager of ROMIRA explains the decision. “With deep knowledge of our product portfolio, the excellent expertise of the Portuguese plastic market and its dedicated and well trained sales team the Mário Coelho Group is the perfect partner for our growth plans in Portugal” he further underlines.

Pedro Aires, General Manager of MC Plastic Division adds: “This is the right step for the MC Group as the products of ROMIRA will complete our portfolio and the ability of ROMIRA to react fast and to offer individual tailored products for several sectors and applications fits perfectly into our dynamic market approach and our focus on superior customer service.”

Intense product training for the sales team of Mário Coelho is planned to happen within the next weeks on ROMIRA's site in Pinneberg.

More information

www.romira.de
Stig Lindström · Tel.: +49 4101 706 344
s.lindstroem@romira.de

More information

Mário Coelho / MC Group
Pedro Aires · Tel.: +351 22 6051170
paires@mariocoelho.com

Colour design made in Pinneberg



ROMIRA is bundling its competencies: To meet the ever more demanding requirements of the plastics industry and the market, particularly in the automotive sector, ROMIRA has decided to optimise its organisational processes within the Group. For this reason, the company is opening the new Color Competence Center on 1st July under the leadership of Dipl.-Chem. Julia Paul.

ROMIRA will then be able to offer its customers the best possible service and to fulfil challenging product requirements to their complete satisfaction. ROMIRA will be able to develop customer-specific solutions in close cooperation within the ROWA GROUP, particularly with ROWA Masterbatch and ROWASOL. All products can be flexibly adapted and customised to individual requirements. With the assistance of the Color Competence Center, the company will be able to contribute its entire corporate know-how to every colour development and to address all future challenges.

Employees in the Color Competence Center will receive regular training so that they are equipped to deal with the continuously increasing requirements. Colour training for coloristic and technical fields as well as for internal and external sales will be carried out at regular intervals. Particularly in the fiercely competitive automotive sector, exact colour matching of the various materials is extremely important. In earlier times, everything was rather monotonous and wildly thrown together, whereas the aim nowadays is exact visual matching. The colour shade of the plastic should match that of the carpet, the carpet should match the leather, and the leather the headliner. The basic colour shade should remain as harmonious and homogeneous as possible under all exposures to light and situations. This applies equally to all other application fields because the visual impression as well as the technical properties are decisive purchasing criteria. The appearance must be of high-quality and stylish so that it awakens emotions and promotes the

customer's willingness to purchase. The colour design is playing an increasingly important role here.

ROMIRA's product portfolio reflects the wide range of possible applications. It is the specialities, in particular, with which the company has established itself on the market.

ROMIRA is looking forward to working together with its partners to make the world more colourful.

More information

www.romira.de
Julia Paul · Tel.: +49 4101 706 347
j.paul@romira.de



ROMIRA's new Color Competence Center brings colour to the industry

ROMIRA impresses international trade fair visitors

Italy, France, Slovenia, Romania, China, Korea, USA... Trade show-goers from all over the world visited the ROMIRA stand at the Automotive Interiors Expo in Stuttgart that took place on 16 to 18 June. The ROMIRA team held more than 50 in-depth technical discussions with existing and potential customers during the trade show. "Compared to the large multi-application trade fairs, such as the Fakuma, the number of attendees is of course much smaller. But that doesn't matter, quite the contrary: thanks to the relaxed atmosphere, we were able to carry out intensive discussions without time constraints. I was particularly pleased to be able to present our wide portfolio to so many international visitors", said ROMIRA Managing Director Stig Lindström, drawing a positive summary of the trade fair.



The ROMIRA stand at the Automotive Interiors Expo in Stuttgart

The international focus of the show was reflected not only by the large number of foreign visitors, but also by the exhibitors themselves. According to the organisers, a total of 100 exhibitors led to record attendance at the Automotive Interiors Expo. "It was apparent that the trade visitors were interested not only in new products and trends in automotive interiors, but they also had fairly concrete objectives and

technical questions" commented Lindström, and continued: "In this respect, the level of the technical discussions was very high."

The trade visitors at the ROMIRA stand showed particular interest in compounds with anti-squeaking properties and a high scratch resistance. In addition, successful products from automotive exteriors

(surface finish of non-coated materials) drew much attention from the show-goers because they also offer new impetus for applications in interiors. However, the ROMIRA team scored the most points with specific developments that can be individually tailored to customer requirements.

"This was our first time as an exhibitor at the Automotive Interiors Expo, and we are very satisfied with the result. Key tier-one suppliers and companies that meet and realize latest requirements of OEMs have shown huge interest in our products. This is recognition of all our hard work", says Stig Lindström proudly.

But there are still some more trade fairs to come this year: ROMIRA will of course be exhibiting again at this year's Fakuma in Friedrichshafen (13 to 17 October). All attendees are cordially invited to visit the ROMIRA Stand 1212 in Hall B1.

More information

www.romira.de
Frauke Harpen · Tel.: +49 4101 706 346
f.harpen@romira.de



New adhesion promoter for polyolefinic plastics

Owing to their excellent adhesion properties, chlorinated polyolefins (CPOs) have long been successfully used for coating polyolefinic plastics such as polypropylene. In many sectors, coating systems must fulfil increasingly demanding requirements. Although good

adhesion to the plastic substrate is essential, the coating often also has to be resistant to mechanical and chemical effects (e.g. fuel, steam jet). Many CPOs used for coating plastics have a molecular weight (MW) in the range of 40,000 to 70,000. CPOs with

higher molecular weights tend to have better resistance to chemicals. Thus the standard product TRAPYLEN® 145 S (MW approx. 110,000, chlorine content approx. 15 percent) has been used very successfully in primer applications. However, owing to its maximum solubility of around five percent in xylene, the incorporation of TRAPYLEN® 145 S in coating systems or the formulation of pigmented primers is rather challenging.

Therefore, TRAMACO has extended its product group with TRAPYLEN® 146 S. TRAPYLEN® 146 S also has a MW of approx. 110,000, but its chlorine content of 19 percent means that it is considerably more soluble. Solutions in xylene with a solids content of up to 20 percent can be achieved and thus provide a wider flexibility for formulating.



More information

www.tramaco.de
Thorsten Halberstadt · Tel.: +49 4101 706 130
t.halberstadt@tramaco.de



Global network of distribution partners

TRAMACO GmbH has built up a global network of distribution partners to market their TRACEL®, TRAPYLEN® and TRAPUR® product lines.

To be able to effectively advise and supply international customers from the plastics- and rubber-processing industries as well as the paint and coatings industries and thus also take account of local conditions,

TRAMACO places great emphasis on qualified local partners. The sales channels differ from country to country and depend on the regional circumstances.

The company has been cooperating for many years with distribution partners in 38 countries that service more than 50 countries. The philosophy of the cooperation is based on fairness, trust and commitment to

joint success.

TRAMACO would like to take this opportunity to thank its distribution partners for the long-standing, successful, loyal cooperation based on mutual trust and goodwill.

And this is what the partners have to say about the cooperation:

“Química Comercial, founded in 1980, is the leading supplier of color and additive masterbatches in Ecuador, and is proud of being TRAMACO’s distributor for this territory since 2010. During this time, we have had the pleasure of working with TRAMACO’s highly trained engineers, who have shown outstanding skills to fulfill our customer’s expectations. TRAMACO’s additive masterbatches have given competitive advan-

tages to our customers by helping them develop and successfully launch innovative products. TRAMACO’s brand is strongly established in our market and is synonym of top performance and consistent quality.”

Santiago Nieto
QUIMICA COMERCIAL CIA LTDA, Ecuador



„Interdist Kft arbeitet mit TRAMACO seit 1998 zusammen als Vertretung für Ungarn.

Schon von Anfang an haben wir ein sehr gutes Verhältnis mit den Mitarbeitern in Pinneberg. Unsere Gespräche und Reisen sind immer freundlich und konstruktiv.

Es freut uns einfach, uns zu treffen. Wir bekommen eine sachgerechte und schnelle Unterstützung aus Pinneberg und unsere Verkaufszahlen können sich sehen lassen.”

Fodor Tamás
INTERDIST KFT., Hungary

“Jayvee Organics & Polymers Pvt. Ltd., Mumbai established in 1987 by Mr. J. R. Shah and Mr. Chetan J. Shah, highly technically qualified individuals having a long experience of Marketing to Plastic Industry in India.

The core activity of Jayvee is the Distribution of wide ranging Polymer Additives, Compounds and provide technical assistance to customers. Jayvee represents world renowned Polymer Additives’ manufacturers in India.

Jayvee started working as a sole representative of the TRAMACO range of Blowing Agents in India from January, 2003. Since then, they have been actively

promoting not only Blowing Agents, but now trying to introduce ROWASOL range of products as well. Partnership with TRAMACO is very rewarding. TRAMACO is fully committed to Indian Market and has been continuously supporting Jayvee through the visit of their Technical Experts to India, making an effective presence during Plastindia Exhibitions in which Jayvee regularly participate. The co-operation between TRAMACO and Jayvee is exemplary, with clear and effective communication, and constant dialogue and personal contacts through visits from both the sides.”

Chetan Shah
Jayvee Organics & Polymers Pvt. Ltd., India



“ALMATRADE is a commercial and trading company active in Italy with specialties for the Plastic and Polymer market. We began the partnership with TRAMACO immediately after the Company constitution in Autumn 2011, but my personal working partnership with TRAMACO started already in 2005 for short time, and then in continuative way from 2009.

The main ALMATRADE activity is focusing on promoting TRACEL® chemical blowing Agents and other additives to the plastic transformers and compounders, across all Italy.

Our cooperation was and stills very positive, giving us the possibility to grow each other in a complex and competitive market like Italy, even despite the difficult economic situation we faced in the last years. This is a result of a high attention to the market needs and specific, tailor made customer assistance operated by TRAMACO.”

Franco Piffanelli
Almatrade sas, Italy



“Since the inception of Cleveland Chemicals cc in Cape Town, South Africa in 1997, we have enjoyed a cordial and comfortable partnership with TRAMACO GmbH - representing them in the majority of the country.

The TRACEL® and UNICELL® product range is well respected in the plastics industry, and service from

TRAMACO has been faultless over these 18 years.

We look forward to expanding the product distribution and continuing to enjoy a mutually rewarding business relationship.”

Barry Cleveland
Cleveland Chemicals cc, Republic of South Africa



“Nordmann, Rassmann Romania is happy that it soon will celebrate 10 years of partnership with TRAMACO on the Romanian market. During these years TRAMACO has become a trusted partner for us and our customers. Working as a team, we offered to our customers the best solution to their needs.

It is not difficult to appreciate at highest rate our partnership from last decade. Always on the right side, with the right market approach and always in time!”

Alina Nita
Nordmann, Rassmann Romania Srl., Romania

“TRAMACO GMBH and Kemi-Intressen have had a cooperation during the last five years, with Kemi-Intressen being the distributor for TRAMACO’s blowing agents and additives in the Nordic and Baltic countries.

At Kemi-Intressen we feel both positive and excited about the interesting opportunities and applications, which we meet among the customers in our area for TRAMACO’s products. We feel that there is a good demand for especially blowing agents among the large number of plastics- and rubber converters (mainly injection molding and extrusion companies).

Furthermore we have a good number of compounding companies which should also be a target group for these products.

With the continued strong support and good cooperation from our sister company TRAMACO, we are looking forward to mutually service our customers’ long term requirements for blowing agents and additives.”

Peter Kollmann
Kemi-Intressen AB, Sweden



“As Safari Klip we have been working with TRAMACO since 1985, i.e. since the foundation of our company. Nowadays Safari is among the 1000 in terms of size and 150 companies in terms of Coface rating. Since then we have been the exclusive partner of TRAMACO in Turkey. We have 100% confidence between our companies on every aspect. We believe the

relationship should and will develop much further as Safari’s focus on certain industries increases.”

Halis Kaynar
Safari Klip, Turkey

“Northane Chemicals have been looking after TRAMACO’s TRACEL® blowing agent business in the UK and Ireland since 1992, and before that Northane staff have been involved in blowing agents since the early 70’s.

Over this period we have been very pleased to play a small part in TRAMACO’s progress to become what is widely recognised as the leading European formulator and compounder of blowing agents for all applications.

It is pleasure to work with a dedicated team of professionals who are always responsive to the new challenges that the market continues to present.

Long may the growth continue!”

Geoff Twiss
Northane Chemicals Ltd, United Kingdom



TRAMACO is looking forward to continuing the successful cooperation with all distribution partners and to expanding its global network of distribution partners even further.

The next opportunity for personal contact is from 13 to 17 October at the stand of the

ROWA GROUP at the FAKUMA in Friedrichshafen.

In addition, TRAMACO and its distribution partners will be participating at many other trade fairs, for example: Plast Italy, NPE USA, ECS Germany, TECHTEXTIL Germany,

Interplastika Russia, Plast India, K Germany, Polplast Poland, Plasttechnik Sweden, FIP France, DKT Germany.

More information

www.tramaco.de
Anne Beate Balzer · Tel.: +49 4101 706 02
info@tramaco.de



The ROWA GROUP at trade fairs 2015/16



Fakuma – International trade fair for plastics processing
Hall B1, Booth No. 1212
ROWA GROUP
Friedrichshafen
13-17 October 2015



VDI-Tagung „Kunststoffe im Automobilbau“
Booth No. 16
ROMIRA and ROWA Masterbatch
Mannheim
09-10 March 2016

Why not take these opportunities to meet the ROWA GROUP at trade fairs this year and get the latest news on our products.



Udo Müller (second from right) with his family during the anniversary celebration



On 1 April 1965, Udo Müller joined the long-established Nordmann-Gruppe in Hamburg and became the face of the ROWA GROUP for many decades. The whole company congratulates our long-standing Managing Director on his 50 years of service!

Udo Müller was first decisively involved in establishing ROWA Lack in Maschen and with the first coatings production for PVC- and polyurethane-coated textiles. In 1971, only six years after commencing employment, he was made Managing Partner of the ROWA GROUP. He then conscientiously and successfully steered the destiny of the company for more than 45 years. As a partner of the corporate group, he will continue to be closely associated with the company.

Together with 40 invited guests comprising former and current colleagues, field staff, external service companies and the Müller family, Udo Müller celebrated his anniversary on 24 June during an extended harbour cruise on the River Elbe. Of course, the weather-hardened North Germans did not let the obligatory "stiff breeze" spoil their good mood. Kai Müller, who succeeds as General Manager of the ROWA GROUP and who is the son of Udo Müller, thanked his father in a very personal speech, praising his lifetime achievements and emphasising that he has set a very high standard for the following generations.

Edgar E. Nordmann, Chief Executive Officer of the Georg Nordmann Holding and long-standing contemporary of Udo Müller, also paid tribute to his accomplishment of building the ROWA GROUP into a medium-sized company with over 300 employees. With a twinkle in his eye, he also reminisced over their many journeys together around the globe.

Finally, Udo Müller, who was completely surprised by the celebration, addressed a few words to the guests. He expressed his sincere thanks for the many years of successful collaboration, his pleasure at meeting his former colleagues, and he also thanked his wife Roswitha for all her support.



Despite a stiff breeze the guests were in a good mood

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ROWA Masterbatch GmbH
Colour, Additive and Multifunctional Masterbatches
Siemensstraße 1-3
25421 Pinneberg
Tel.: +49 4101 706 01
Fax: +49 4101 706 202
info@rowa-masterbatch.de
www.rowa-masterbatch.de



Tramaco GmbH
Chemical Foaming Agents, Additive Masterbatches, Adhesion Promoters, Primers
Siemensstraße 1-5
25421 Pinneberg
Tel.: +49 4101 706 02
Fax: +49 4101 706 200
info@tramaco.de
www.tramaco.de



ROMIRA GmbH
Technical Polymers and Blends
Siemensstraße 1-3
25421 Pinneberg
Tel.: +49 4101 706 03
Fax: +49 4101 706 300
info@romira.de
www.romira.de



ROWASOL GmbH
Liquid Colour and Additive Compounds, Dosing Systems
Siemensstraße 1-3
25421 Pinneberg
Tel.: +49 4101 706 04
Fax: +49 4101 706 400
info@rowasol.de
www.rowasol.de



ROWA Lack GmbH
Special Lacquer Systems, Top Coats and Pigment Preparations
Siemensstraße 1-5
25421 Pinneberg
Tel.: +49 4101 706 05
Fax: +49 4101 706 234
info@rowa-lack.de
www.rowa-lack.de



ROWA France S.a.r.L
Distribution of ROWA GROUP products in France
7, rue Albert Einstein
77420 Champs sur Marne
Tel.: +33 1 646 81 616
Fax: +33 1 646 81 356
info@rowa-france.com



ROWA Inc.
Production and distribution of ROWA GROUP products in the USA
110 Phyllis Dr
Croydon, PA 19021
USA
Tel.: +1 609 567 8600
sales@rowainc.net



ROWA Korea Co., Ltd.
Production and distribution of ROWA Lack products in Asia
511-16, Joogyo-Ri,
Yesan Yeop
Yesan-Gun, Chungnam-Do
Tel.: +82 41 335 42 03
Fax: +82 41 335 42 04
info@rowa-korea.com



ROWA Coatings Beijing Trading Co., Ltd.
Distribution of ROWA Lack products in China
Room No. 1408/1409
Jingguang Centre Office Building
Huijialou, Chaoyang District
P.C. 100020, Beijing
Tel.: +86 10 659 789 07
info@rowa-china.com