

## Repi keeps on growing

Wednesday, 29 April 2009

The Italian manufacturer of colour dispersions and additives reinforces cooperation with Novara Profile Extrusion and appoints new sales Manager for the European market.

Novara Profile Extrusion, based near Johannesburg, and Repi (Lonate Ceppino, Italy) reinforce their cooperation in the South African market. Due to their partnership for the distribution of liquid colours for thermoplastics, both companies have agreed to include in the portfolio also the range of products for Polyurethanes. Mrs. Lorita Diem, of Novara Profile, will be the contact person for the South African PU customers.

Also in Europe the Italian company is strengthening its sales activities in spite of the worldwide economic slowdown. By the appointment of a new experienced sales Manager, Mrs. Andrea Klammt, Repi will intensify the sales activities in the European market. In the past Andrea Klammt worked as Sales Manager for iSL-Chemie. At Repi she will be responsible for sales in some European countries and for selected Key Accounts.

“The sales structure reinforcement is only one of the activities that will strengthen our position within the polyurethane market”, comments Michael Rath, General Manager for the PU business of Repi.

Recent investments in the R&D will ensure the further growth of the business, the company says. For example, Repi is offering to its slabstock customers new highly concentrated black dispersions also improving the bonding strength after flame lamination. This new line is suitable for universal use in ether and ester foams. Another new line of pigment dispersions based on phthalate-free carriers and vegetable oils, was already created some time ago by the R&D.