

## Creating excellent supply:

### **SARLINK ANNOUNCES NEW DISTRIBUTION PARTNERSHIP IN MEXICO**

**Rochester Hills MI, 1 March 2010** – Sarlink TPV has announced that a new distribution partnership between Entec Resins S.A. de C.V. and Sarlink is official since January 1, 2010. Sarlink has found a new business relationship in Entec, which will supply Sarlink's products to the plastics and rubber industry in Mexico. Entec will be Sarlink's sole distribution partner for all Sarlink grades from now on. In this way, Sarlink is able to provide better service and the best possible supply solutions for its customers throughout Mexico. This distribution partnership is a significant step to support and drive Sarlink's position in the growing market of thermoplastic vulcanizates (TPV).

#### **Global supply and support**

Sarlink President David Huizing says: "We understand that our customers demand high quality and consistency as well as global supply and support. We believe that our products are able to deliver value for our customers. By making ongoing investments in global customer support and better supply possibilities, such as through the distribution partnership we have now started in Mexico with Entec, we will be able to continue to do so in the future."

#### **Investing in a growing market**

Emphasizing Sarlink's commitment to producing the highest quality TPV in the market, Sarlink has invested continuously in new capacity and new capabilities over the past couple of years. In addition, Sarlink also keeps expanding its global organization, of which the partnership with Entec is an example. David Huizing: "Our key message is that there are plenty of applications that demand to be converted to Sarlink TPV and we are making continued and continuous investments in our products and our resources to help make this happen."