Press release

***Jowat is expanding its presence in Asia*!**

Date
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Jowat Manufacturing (SEA) Sdn. Bhd. in Malaysia moves to new production quarters with a larger adhesives factory.

Detmold.- The adhesives manufacturer Jowat AG from Detmold is expanding its presence in Asia: The company already has high-performance production sites in Germany, Switzerland, the USA and in Malaysia. Moving to the new plant of Jowat Manufacturing (SEA) Sdn. Bhd. now secures the company's presence on the Asian markets, thereby creating a basis for further growth in this region - a major step for implementing the global Jowat strategy.

A close proximity of raw materials, production and customer is a crucial advantage for the success of a global strategy - this is a fact which the Jowat AG has realized a long time ago. Therefore, the company is represented in an ever-increasing number of countries around the globe. With the expansion of Jowat Manufacturing (SEA) Sdn. Bhd. in Malaysia, the Jowat AG is continuing the consolidation of its network in the Asia-Pacific region. After all, the Jowat triad strategy not only includes operations for the European markets and the markets in the Americas, but also for the growing adhesive sales in Asia. Another Jowat adhesives manufacturing site has now been taken into operation at the new plant in Balakong (near Kuala Lumpur).

Using raw materials which are regionally available, the local R&D department of Jowat Manufacturing (SEA) Sdn. Bhd. which was also expanded, now formulates new adhesive products tailored for the regional economic area. The demanding global standards of Jowat, governing manufacturing and product quality, also serve as binding standards for the plant in Malaysia. The customer in the Asia-Pacific economic area is offered an adhesive portfolio which covers dispersion and hot melt adhesives.

The local affiliate of Jowat which was founded in 2000, Jowat Malaysia Sdn. Bhd., has already established Jowat as very well-known name throughout Malaysia. The basis of good business relations for Jowat Manufacturing (SEA) Sdn. Bhd. is already established: Sam Ser, Managing Director of Jowat Malaysia Sdn. Bhd., now supports Willi Wiens from Germany as Plant Manager. "Without extensive and loyal cooperation between Sam Ser, our long-term business partner, and the Plant Manager Willy Wiens, we

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Further information

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would surely not have been able to move into the new facility within only six months, and to start production in the new plant“, acknowledges Ralf Nitschke, Director with responsibilities for Production and Finances on the Board of Directors of Jowat AG. "The good cooperation with the business partners in Balakong provided precisely the base on which the expansion plan for the manufacturing site of Jowat Manufacturing (SEA) Sdn. Bhd. could be implemented."

"A good project plan and the support from the mother company were most helpful, but they must be complemented by the necessary flexibility at the local site to achieve comprehensive results" comments Plant Manager Willi Wiens. "A basic necessity is to be ready and willing to open up to the local situation and people, to understand their values and attitudes, and to be able to comprehend public procedures, if you want to reach your goals in this country without delays".

Jowat Manufacturing (SEA) Sdn. Bhd.

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Introducing Jowat

The Jowat AG with headquarters in Detmold is one of the leading suppliers of industrial adhesives. These are mainly used in woodworking and furniture manufacture, in the paper and packaging industry, the textile industry, the graphic arts, and the automotive industry. The company was founded in 1919 and has manufacturing sites in Germany in Detmold and Zeitz, plus three other producing subsidiaries, the Jowat Corporation in the USA, the Jowat Swiss AG, and the Jowat Manufacturing in Malaysia. The supplier of all adhesive groups is manufacturing over 70,000 tons of adhesives per year, with around 650 employees. A global sales structure with 15 Jowat sales organisations plus partner companies is guaranteeing local service with close customer contact.

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