



NEWS

For immediate release

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Nevamar[®] European debut marks start of new growth strategy for Panolam Industries

SHELTON, Conn. – Panolam Industries’ introduction of its Nevamar[®] brand of High Pressure Laminates to the European market has initiated a new stage of growth for the company. The launch will offer opportunities to build a strong presence in the European market and to cross-pollinate the U.S. and European markets with each other’s design, color and material trends.

Panolam Industries officially entered the market at the 2010 ZOW supplier fair in Bad Salzflun, Germany, in February.

The brand will be known in Europe as “Nevamar[®] by Panolam.”

“This is an important strategic step for us,” said Robert Muller, Panolam Industries’ Chairman of the Board, President and Chief Executive Officer. “Nevamar[®] has a very strong presence in the United States, and we see tremendous opportunities in Europe. We’re confident that a strong brand like Nevamar[®] will find eager customers.”

The company has hired a sales team in the United Kingdom and is in discussions with several distributors. Plans call for a U.K. distribution facility to open in the spring of this year.

Nevamar[®]’s cutting-edge designs and Panolam Industries’ commitment to preserving the environment are consistent with customers’ priorities throughout Europe.

“The European market is going to create great synergy for Nevamar[®], not only because of the business opportunities, but also because of the chance to exchange ideas and designs internationally,” said David Bell, Panolam Industries’ Director of Marketing and Design. “We’ll continuously take the pulse of European design and environmental

trends. It will be exciting to be part of those trends as they affect laminate design, both in Europe and in the North American market.”

The “Nevamar[®] by Panolam” assortment features a full range of High Pressure Laminates, ThickLam laminates, Fiber Reinforced Laminate (FRL[®]) products, Fiberglass Reinforced Plastic products, MelCor II[®] color-through laminates, and Leatherlam[™] thermally fused leather surfaces. Nevamar[®] products feature the unique, patented Armored Protection[®] technology, which stands up to abuse more than other laminate products. The collection features 128 standard colors, including solids, abstracts and wood grains, plus special-order colors.

Panolam Industries has engineered and manufactured high-quality, innovative surfacing solutions for virtually any environment for more than 60 years. With an extensive line of High Pressure Laminates, Thermofused Melamine and specialty products available in hundreds of colors and styles, Panolam Industries provides the vision, value and versatility that designers, architects, manufacturers and contractors are looking for.

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