

## Polyurethane foam producer Den Braven grows sales by 28 percent

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Polyurethane foam and hotmelt producer Den Braven Romania registered total sales of EUR 39.5 million in 2010, an increase of 28 percent compared to the sales recorded in 2009.

“This high growth for such a difficult economic times is primarily explained by the fact that we invested in production in 2007, before the crisis, the manufacturer status allowing us to offer discounted prices and export in 32 countries, in only three years after the start of production in Romania. If the Romanian government had encouraged investment in production in recent years, we would have been talking today about several Romanian companies managing growth, even in times of crisis,” said Adrian State, general manager of Den Braven Romania.

In 2010, the sales of polyurethane foam, the company’s main product, increased by 11 percent on the Romanian market, while the local building materials sector registered a loss of up to 50 percent.

Den Braven Romania exports its products to 32 countries, with Vietnam, Argentina and Lithuania, the latest markets into the portfolio. The company’s total exports increased in 2010 by 62.7 percent compared to 2009, reaching EUR 19.6 million. The exports of polyurethane foam, a product that represents 80 percent of the company’s sales, advanced by 65 percent to EUR 17.2 million. In Romania, sales of polyurethane foams increased by 11 percent to EUR 5.2 million.

Den Braven Group, founded in 1974 in the Netherlands, has 11 production sites worldwide, over 25 branches and carries out activities in over 100 countries around the world, specializing in the production and distribution of professional adhesives and sealants for construction, insulating glass and automotive industries, as well as for home users. The group opened its representative office in Romania in October 1997.