



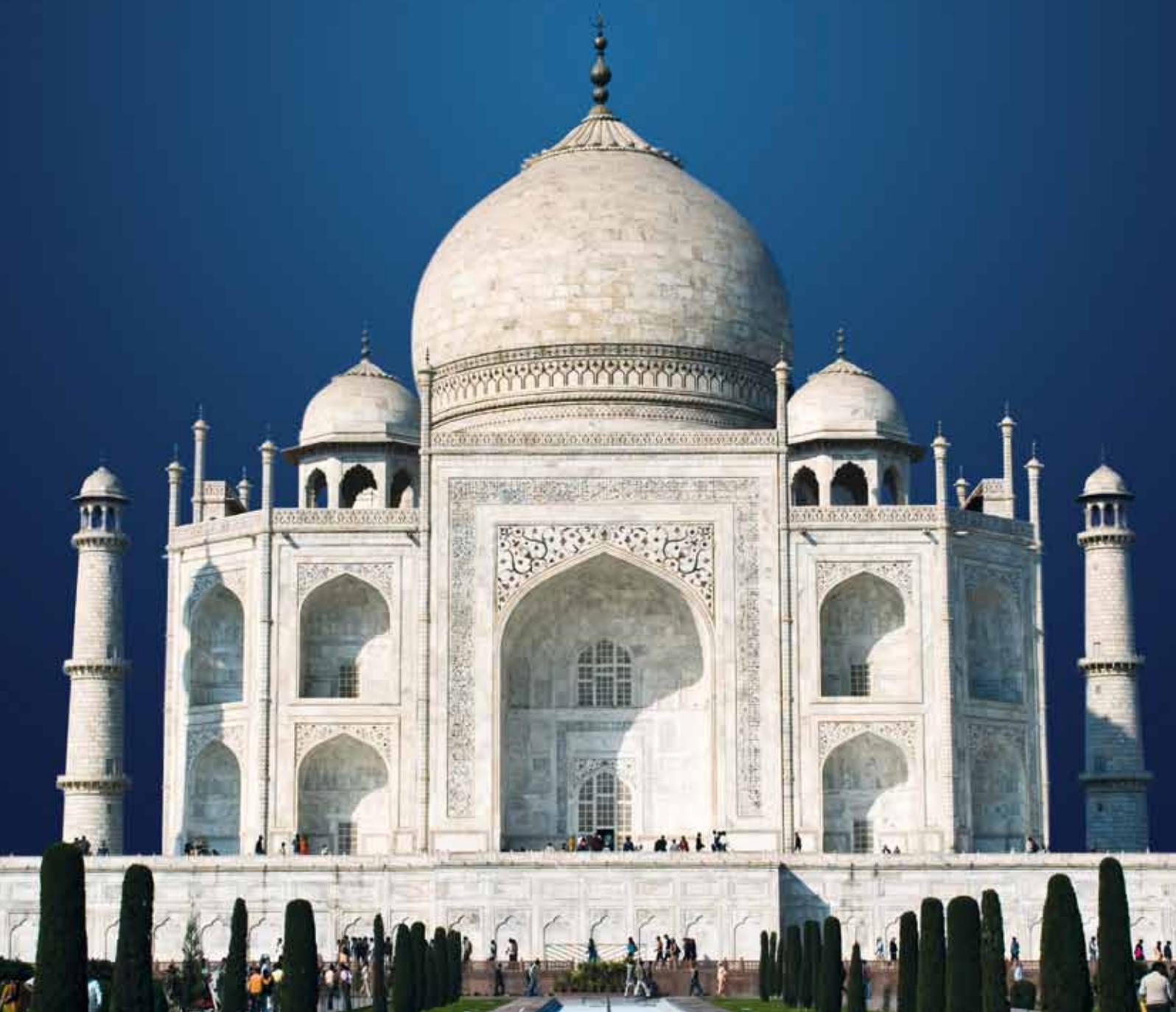
Panorama

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of Alibérico

The Vision Plan 5 reaches Asia

ALIBERICO closes a deal with the India's first composite panel manufacturer



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Clemente González Soler, President.

We've done it!

In 2010, ALIBERICO designed an aggressive growth strategy to secure the future of the Group, based primarily on innovation and internationalization. Thus, the Vision Plan 5 was born, which provided a strategic development for 2011-2015, in order to attain leadership at the European level and Worldwide on certain products.

During this time, several factors have been key to accelerate our growth. First, the revolutionary larcore® honeycomb panel, the result of technological innovation carried out by our own team of engineers in 2011. We have implemented a continuous production line, the only one its kind in the world, allowing larcore® to be the material of choice for 21st century industries such as construction, industry or transportation.

The second factor is the growing internationalization. We have accelerated and are in sixth gear. Not only has the volume of exports from Spain increased, today representing around 70% of our sales, but we have also developed a major new industrial and commercial presence in other markets and continents.

First was Africa, with the creation of ALUCOIL MAROC in Casablanca, with a current annual sales growth of 40%. In June 2011, ALUCOIL DO BRASIL was born in Sao Paulo with plans to begin production in late 2012. In September 2011, the purchase of Intrabond in South Carolina (USA) took place, now ALUCOIL NORTH AMERICA with record production and sales. And now, in April 2012, we have reached an agreement with the largest Indian composite panels manufacturer in order to establish and develop ALUCOIL INDIA set to skyrocket from early 2013.

Our next challenge will be Oceania, which will bring us closer to the goal of leading the world aluminium composite panels market in 2015 thanks to our extraordinary staff who work every day to achieve this goal.

We have done what we said. We are achieving it even faster than planned, because at ALIBERICO... we are people of our word. ◆

ALUCOIL enters India, now has presence in four Continents

Acquires India's leading composite panel manufacturer
and stays on target to be the world leader in 2015.



ALUCOIL has just signed a major joint venture agreement in India, securing 51% of Durabuild Technologies, the largest manufacturer of composite panels in India, owned by ASTARC GROUP.

ALUCOIL's decision to settle on India as the base for business development in Asia has been thoroughly thought through after considering all options in the Asian continent and ruling out the option to set up in China. With this new plant in India, ALUCOIL is present in four continents: Europe, America, Africa and now Asia.

With a strong industrial capacity, Durabuild Technologies has two composite panel production lines: one for polyethylene core and one for FR core. It also has a high quality coil-coating line, for coating aluminum coils with liquid paint. It is the only plant of its kind in all of India to handle such processes. This makes Durabuild the only Indian manufacturer with an integrated production capable of supplying the market with any color composite panels in a span of one or two weeks.

With investments to date exceeding \$27 million, Durabuild enjoys a leading position in the Indian market





“This is a coming together of two strong family businesses from Europe and Asia. We both share a common vision to grow ALUCOIL INDIA to become the market leader with strong profitability and growth”.

Mr. Kishore Musale, Chairman, ASTARC GROUP

having carried out over 1,000 projects across the country and surrounding regions. Its production capacity exceeds 2 million square metres/year of panels (soon approaching 4 million square metres) and 13 million square metres/year of coated coils.

Durabuild will be integrated into the ALUCOIL worldwide industrial and commercial strategy. ALUCOIL INDIA will be headed by Durabuild's current President, Perumal Pillai, who earlier joined Durabuild from his previous role as a senior executive of Alcan India and head of its Alucobond manufacturing unit.

The joint venture will be named “ALUCOIL INDIA Pvt. Ltd”. and its products will be sold under the larson® brand.

ALUCOIL INDIA's Team will include the current organization of Durabuild along with ALUCOIL's professionals from Europe. In addition, ALUCOIL will provide the new joint venture with its technology and wide range of specialty products manufactured in Miranda de Ebro, in Northern Spain. This includes larcore® honeycomb panels with excellent performance for individual façades, industrial applications and the construction of high-speed transportation vehicles. The joint venture with ASTARC GROUP also includes the

construction of a new plant, near Bombay, which is expected to begin production in 2013.

ALIBERICO and ASTARC, are two family owned groups that share closely held corporate values which makes this joint venture a smooth transition and has facilitated in closing the deal. These values are based on innovation, motivation, strong business ethics, continuous improvement and a strong commitment to the workforce.

“This Joint Venture is timed to perfection. Indian demand for high quality building materials is about to rise sharply due to strong infrastructure growth and a greater appreciation for product safety and quality. We will deliver good value for customers through savings on import duties”, declared Mr. Sam Subramaniam, Partner and Managing Director of ASTARC GROUP.

This joint venture is part of ALUCOIL's committed internationalization strategy that started two years ago with the opening of ALUCOIL MAROC in Casablanca followed by the creation of ALUCOIL DO BRASIL and ALUCOIL NORTH AMERICA. Now, with the opening of ALUCOIL INDIA, the company has expanded its presence with manufacturing capabilities in four continents and is moving rapidly towards its goal of becoming the world's leading manufacturer of composite panels by 2015. ◆



India, one of the main centers of global growth

With an estimated population of more than 1,200 million people, India is the fourth largest economy globally and in the last decade it has seen a GDP growth close to 7% per year. India is expected to maintain or exceed this growth rate in the coming years. According to the ICEX, Indian dynamism lies in the growth of key sectors such as infrastructure, construction, services and manufacturing with annual growth above 12%.

Some economists believe that the India's growth rate will soon overtake China's and is expected to grow faster than any other major country in the next 25 years.

The foundation of Indian economy's strength rests on its vast and growing human capital base. Of the BRIC countries (Brazil, Russia, India and China), India boasts the youngest average age, with employable/working population expected to be at 70% of the total population in 2030. With over 380 universities, 11,200 colleges and 1,500 research institutions, India has the second largest pool of scientists and engineers

worldwide. Each year India adds more than 2.5 million graduates to the market, which includes 300,000 engineers and 150,000 technology professionals.

Despite these strengths, India requires massive investments in infrastructure to maintain and sustain its growth. India requires over 30 million new homes to house its growing population. There is also a large need for new hospitals, airports, transportation links, social and sporting centres and cultural facilities. In keeping with this backdrop, the Government of India is making a major investment effort to develop a massive infrastructure network to improve economic conditions in the country and promote its development.

With this investment decision, ALUCOIL adds its industrial presence in a new continent and commits to India as a supply center for all countries in Asia. It also guarantees to be present in the large volume of domestic investment aimed at major infrastructure projects such as hospitals, airports, transportation and social, sporting and cultural facilities. ◆



ALUCOAT: 100 years of industrial history

Last December in Linares (Jaén), ALUCOAT Conversion celebrated the centenary of their historic factory in San Gonzalo, the premises of which were inaugurated on December 21st, 1911. The ceremony was attended by the mayor of Linares, Juan Fernández Gutiérrez and President of the ALIBERICO GROUP, Clemente González Soler.

The ALIBERICO President referred in his speech to the changes in the factory since 2001 when it became part of ALIBERICO, especially regarding investments in the facility during the past five years, amounting to more than 20 million Euros, devoted entirely to technologically modernizing the production methods to expand the range of products.

Clemente González Soler said "ALUCOAT Conversion continues to be an industrial and technological point of reference for Linares and Jaén and in recent years has become one of the leading manufacturers of its kind in Europe."

Especially moving was the intervention of Alberto López Poveda, who formerly worked for the company, who commented on his journey through these facilities from the memory of his 50 years working in them. The event included a visit to the factory and flowers placed at the monument of the laminating mill, erected at the entrance of the facility.

The factory was opened in 1911, after the company S.A. San Gonzalo was formed a year before by Álvaro Figueroa Torres, Count of Romanones, and his brother Gonzalo, Marquis of Count of Mejorada del

Campo. The object of the company was manufacturing items from aluminium, lead and derivatives.

After the interruption of the Civil War, in which the factory became military property and was devoted to the manufacture of war materials, the company faced difficult recession years and managed to survive by diversifying their production. In 1945, they began producing coin blanks for the Fábrica Nacional de Moneda y Timbre (Royal Mint of Spain), which caused increased activity and a major expansion of its workforce.

The factory became the property of the Sociedad Española de Construcciones Electromecánicas (Spanish Society for Electromechanical Building) in 1948 and remained so until 1972 when it joined the Empresa Nacional del Aluminio S.A. (ENDASA) (National Aluminium Company). The subsequent merger of the latter with ALUGASA resulted in INESPAL, with the factory in Linares renamed as INESPAL Conversion with SEPI owning 100%.

In 2001 the factory was privatized and opened for business within ALIBERICO GROUP under the name of ALUCOAT Conversion.

The San Gonzalo factory has 24,000 square meters of buildings located on 84,000 square meters of land. It currently exports more than half of its production to 44 countries on four continents. Its product range consists of aluminium coatings for refrigeration, insulation and soundproofing as well as packaging for the pharmaceutical and food industries among other applications. ◆

ALUCOIL DO BRASIL to be built in Guaratinguetá

ALUCOIL DO BRASIL has established its final location in the town of Guaratinguetá, with its main attraction being the privileged logistics location 180 kilometers from Sao Paulo and practically on the highway to Rio de Janeiro. In addition, the industrial estate where the factory is being built is just 3 km from the Tekno coil-coating plant, local partner of ALUCOIL DO BRASIL and partial supplier of raw materials. The land on which the factory will stand covers an area of 30,000 square meters.

The mayor of the town of Guaratinguetá, Filippo Antonio Gilberto Fernandes Júnior, wanted first-hand knowledge of the activities and future plans for ALUCOIL DO BRASIL. For this reason, on March 20th the mayor and other local authorities held a meeting with Tekno, ALUCOIL's local partner in order to meet them and let them see the project to build the new factory first-hand. The ALIBERICO President, who due to other unavoidable commitments could not attend this meeting, used the occasion to thank the local authorities for the support they have shown to ALUCOIL DO BRASIL via a video recorded at ALIBERICO's headquarters in Madrid. Clemente González also conveyed his gratitude to Guilherme Luiz do Val and Valter Sasaki for the cooperation and understanding between ALIBERICO and Tekno. ◆



ALUCOIL with young innovators

ALUCOIL general manager, Belén Martín has participated as a judge at the eighteenth Enterprise Competition, sponsored by the Technical Institute of Miranda de Ebro to highlight the work of young people in the field of innovation and entrepreneurship. In this innovative contest ten projects were presented before a judging panel consisting of, besides ALUCOIL, Montefibre Hispania, Caja de Burgos and Nuclenor. All these companies previously provided their technical assistance for project development.

Igor Muro, Teresa Fernández, Iratxe González and Luis Gómez Cañas received the first prize with a light and heat energy control system. ◆





Intrabond is already ALUCOIL NORTH AMERICA



Since last March, the company Intrabond has been renamed ALUCOIL NORTH AMERICA, a fact that has been officially communicated to all customers, suppliers and American media. The name change is part of ALUCOIL's global strategy referred to in the Vision Plan 5, which seeks the company's industrial presence on five continents.

Similarly, the products manufactured at the plant in South Carolina will join and be marketed in the U.S., Canada and Central America under the

globally recognized Larson® brand, leader in Europe for the range of international benchmark quality products.

ALUCOIL's U.S. subsidiary, Intrabond LLC, one of the four U.S. manufacturers of composite panels was acquired by ALUCOIL in September 2011. Since its acquisition, all efforts have been geared towards improving productivity and optimization of its two production lines at its factory in Manning, South Carolina (USA). ◆

Garrigues accompanies ALUCOIL in its internationalization



The law firm Garrigues has accompanied ALUCOIL in its internationalization process undertaken in recent months in Morocco, Brazil and the United States.

ALUCOIL has entrusted Garrigues to carry out the joint venture processes for creating ALUCOIL MAROC and ALUCOIL DO BRASIL, with local partners Aluminium du Maroc and Tekno, respectively. In the case of United States with the implementation of ALUCOIL NORTH AMERICA, Garrigues was responsible for managing all legal matters and for coordinating the due diligence and final contracts for the purchase of Intrabond.

Ferrán Escayola and Ana Ramírez, from Garrigues' New York office, have been members who have personally worked with the ALIBERICO and ALUCOIL team for these internationalizations. ◆

IFR GROUP, new technological partner for ALIBERICO

The President and CEO of IFR GROUP, Jaume Iglesias Aldabó, along with the President of ALIBERICO, Clemente González Soler, have signed an agreement for the consultant specializing in information technology to become the primary technology partner for ALIBERICO updating and implementing new versions and features of the ALIBERICO GROUP Information System (SIGA).

SIGA has completed four years since its inception and has been a qualitative leap in the Group's management processes, enabling integrated, financial control of all factories and departments. The company responsible for its implementation was Unisys, which took over the work of integration and customization of Microsoft Dynamics AX solution for the needs of ALIBERICO.

IFR GROUP is a developer and implementer of business information solutions and systems based in Lerida with offices in Madrid and Barcelona. With over 25 years experience, it has managed to head the companies that offer management solutions



in Spain, thanks to the knowledge of the business environment and experience with industry solutions that it has carried out under the Microsoft Dynamics platform. ◆

larson® defines the new image for ALIBERICO's headquarters

ALIBERICO's headquarters in Madrid have been recently remodeled to provide them with a modern and renovated image in keeping with the spirit of innovation and technology that defines the group. The material used has been Anodic Gloss colored larson®, which gives the

space a unique luminosity and brightness. larson® composite panels are ideal not only for building façades, but also interior design, as demonstrated by the effects of light and color achieved. From now on, our headquarters are also converted into a showroom for our star products. ◆





Innova AWARDS

With the new Innova Program, good ideas are rewarded at ALIBERICO

The ALIBERICO GROUP pillars of development are innovation, commitment and motivation of all employees, regardless of ability and level of responsibility.

For this reason, as well as the belief that good ideas which propel organizations must come from the employees and their day to day experience to improve processes, products, safety and customer service quality, ALIBERICO has designed the Innova Program.



This is an initiative to boost and channel innovation within each company through improvement proposals from employees.

The Innova Program is implemented individually and independently in each company. Those interested in participating in the initiative can do so through the forms and mailboxes in their respective workplaces.

The best ideas will receive different Innova Prizes. ◆

Do not miss the opportunity!

In recognition of ASPODEMI and its important social work



Last December, ASPODEMI, a non-profit organization for people with intellectual disabilities and their families in Miranda de Ebro, held its annual Christmas gala where it presented awards to local companies actively collaborating with project. This included ALUCOIL.

Marta Illanes, ALUCOIL purchasing team member responsible for coordination of work with ASPODEMI, was in charge of collecting the award given to ALUCOIL in recognition of the close cooperation between both entities.

ALUCOIL has been actively involved for 6 years with the development of this association, assembling the LC3-A and LC3-B parts, essential for fixing larson® panels to the façade.

ALUCOIL provides ASPODEMI 3 elements: LC3 bars, light and dark rubber, and empty cardboard boxes. The association is responsible for cutting the profile and the rubber to fit the pieces. Once ready, they are prepared for shipment in boxes of 500 units, keeping the clear (LC3A) and dark-colored (LC3B) rubber pieces separate. This assembly and delivery process is fortnightly, although there are times of extreme urgency.

ASPODEMI not only works with Miranda de Ebro factories performing industrial tasks, but also in

other areas, such as care and maintenance of municipal gardens, ornamental plant production and cleaning of facilities.

The association was founded in 1997 and since then has been steadily increasing its resources to provide people with disabilities and their families insertion in the workplace.

“Those who had the opportunity to attend the ASPODEMI gala were deeply impressed by the important work done by the center and we felt the gratitude they feel towards our company,” says Marta Illanes.

The person responsible for the service and monitoring the collaboration program with ASPODEMI emphasizes the harmony between everyone involved in this initiative. “They are sincerely grateful for the work that ALUCOIL provides, as apart from contributing to the funding of the Association, the project keeps the kids busy, makes them feel useful and gives them a small salary.”

She adds: “The ALIBERICO family feels emotional and labor rewarded for the work of these people with disabilities and those who work for this Association and we look forward to your great work for many years to come.” ◆



New members in ALIBERICO

In order to strengthen the process of internationalization and presence abroad for the ALIBERICO GROUP three new professionals have joined our team, who we welcome in Panorama.

Marie-France Perrin takes on the management of ALIBERICO FRANCE, headquartered in Lyon. Born in Canada and with 14 years experience in lacquers and powder coatings has held senior positions in Miralu France. Marie-France takes on the challenge of increasing the Group's presence in the French market.

Grason Cook has been appointed as National Sales Manager for ALUCOIL NORTH AMERICA. He previously served as commercial and development director of a manufacturer of fiber cement panels

for façades and phenolic resin panels. Grason has accumulated 9 years of experience in the architectural façades market and will be responsible for the development of the company's ambitious commercial strategy.

Cynthia Fernandes Pires, meanwhile, takes on the commercial management of ALUCOIL DO BRASIL. A trained architect, the Brazilian has 13 years experience in the field of composite panels.

Before joining the Group, she was the commercial director of Alcoa Composites of Brazil. She has extensive knowledge in the marketing of aluminium composite panels and is already developing marketing activities to create brand awareness of ALUCOIL products in the Brazilian market. ◆



Marie-France Perrin



Grason Cook



Cynthia Fernandes Pires

larson® becomes a global brand

The current ALUCOIL presence worldwide, linked to the strong internationalization strategy that is driving the company into new countries and markets on five continents, has led the design of a new global strategy for corporate branding. In this way, and from this moment larsen® composite panels will bear the same protective film with the hallmarks of the brand. The film design has involved managers from various areas and departments to achieve an optimum image that will make larsen® a homogeneous brand throughout Europe, America, Africa and Asia. ◆





ALIBERICO's Directors Meeting

Once again, ALIBERICO held its Group board meeting in Madrid with all general managers and area managers. A total of 23 people, with a mean age of 40, predominantly female had the opportunity to plan strategies and action plans for the Group for the next 5 years, plans listed in Vision Plan 5.

Throughout the day, results and accomplishments of the Vision Plan (2008-2010) were presented. Also, the new Group organization was presented and the company values which make up the cornerstone of the Group were analyzed.

Within the day's agenda the in depth presentation and projection of the Vision Plan 5 (2011-2015) currently under development within the national and international economic context was highly relevant and the areas for improvement in individual and collective spheres within the Group were reviewed.

The day concluded with a surprise for all participants: the presence of the climber Ester Sabadell, a former member of the TV program *Al Filo de lo Imposible* (Edge of the Impossible) team, who shared her adventures and experiences in conquering the highest peaks with the directors of ALIBERICO. Ester showed the similarities between the world of climbing and the business world, different in form but not in content, and stressed that the values such as risk, sacrifice, effort and desire to excel are born and emerge in the two worlds alike.

Participating managers completed the day with a sharing of ideas and provided other business-critical values such as teamwork and the importance of all individuals who compose it, some values that underpin the functioning of ALIBERICO.

"There is a driving force more powerful than steam, electricity and atomic energy: the will" (Einstein), said Ester Sabadell. ◆



The South Carolina officials visit Madrid

A business delegation from the State of South Carolina (USA) visited Spain last January on a trip organized by ALIBERICO. The purpose of this visit was to show the Spanish companies the advantages and attractions of this American state for investment in industrial and commercial projects.

The U.S. delegation consisted of Ford Graham, director of International Investment and the European director of South Carolina, the deputy director of that office, Christiane Sembritzki and Tony Allen, director of the Department of Commerce.

One of the highlights of the trip was the presentation organized at the Chamber of Commerce of Madrid, attended by 36 companies from different Spanish regions in which the president of ALIBERICO had the opportunity to present the Group's experience in the U.S. state.

In this event, which was followed by a lunch hosted by ALIBERICO at the Génova Financial Club, those

present heard a message of thanks videotaped by the Governor of South Carolina, Nikki Haley who unfortunately could not attend the meeting.

With a population of 4,625,000 inhabitants, South Carolina has a GDP of around \$160,000 million (2.6% of the total U.S. GDP). Export figures for the state in 2010 exceeded \$20,300 million in mostly technological products, with the main destinations being Canada, Germany, China and Mexico.

Recognized as a leader in manufacturing, many companies are located throughout the state, including Boeing, BMW, General Electric, Honeywell and Caterpillar.

More than 1,200 international companies have facilities in the state and the number keeps growing. With a corporate tax rate that is among the lowest in the nation, competitive salaries for workers and a low level of union membership, South Carolina regularly places among the most attractive states for business investment. ◆



Breakfast meeting with Governor Nikki Haley

Clemente González Soler was invited by the Governor of South Carolina, Nikki Haley to her official residence in Columbia, the state capital, for a working breakfast to personally present the plans of the ALIBERICO GROUP.

The governor, who was accompanied by Robert Hitt, Secretary of Commerce, and Ford Graham, director of the South Carolina European Office, thanked the ALIBERICO president for their support during the visit to Madrid by an official delegation from South Carolina to present Spanish companies with investment opportunities in the state.

During the meeting, both Nikki Haley and Robert Hitt showed their full support for the company and factory that ALUCOIL acquired in 2011 in the town of Manning, near Charleston.

South Carolina is one of the states in the United States which experiences more industrial development. Recently, multinationals such as BMW and Boeing have announced the expansion of their factories in this region.

Haley is the first woman governor of South Carolina and at forty years of age is also the youngest governor in the United States. ◆

termolac® brings color to June

The European Coil Coating Association (ECCA) calendar for 2012, will show termolac® colors for the month of June. Photographs of a residential project carried out in Madrid, where the brightly colored façade is dominated by a range of termolac® colors will fill the page for the month that starts the summer season.

This partnership brings together the main European producers of coated coils including ALUCOIL with its high quality powder coating termolac®. ◆





“Innovation is part of our unique DNA”

Miguel Blázquez, ALUCOAT manager explains the business keys have made this company a world leader in providing innovative aluminium products for a multitude of industries



The ALUCOAT Conversion manager, Miguel Blázquez, is an Industrial Engineer from the Technical University of Catalonia (UPC), specialized in Energy Technology and Nuclear Intensification. The 42 year

old began working in the engineering sector in 1995; having recently completed his studies and three years later was incorporated into the ALIBERICO technical office in Barcelona. In 2003, Clemente González Soler offered him a major challenge that would change his life: moving with his wife and daughter Carla, aged one, to Linares and taking over the management of the ALUCOAT plant there. “A completely different world to designing processes and machinery for factories, which was what I was used to,” he says. In the Andalusian town where he has been established for nine years (“I arrived on August 2, 2003,” he recalls with precision), his second daughter, Paula, aged six, came into the world. In this interview with Panorama, he explains the ALUCOAT keys to successfully delivering now, but, above all, in the future.

Can you briefly describe the activities carried out by ALUCOAT?

Basically ALUCOAT has two activities: the coating and printing of aluminium coils and the manufacture of aluminium honeycomb. In the first case, we received the coils from our suppliers and we coat and print them for our customers. The process with the honeycomb is different. We produce a semi-finished product that serves as a core for panels that are installed later on buses, trains or ships: it is characterized by its light weight, flexibility and great strength. They are very important features in the materials used to construct methods of transportation, as they positively impact on fuel consumption.

How is the market in which ALUCOAT operates and what is your client profile?

ALUCOAT is within the aluminium value chain which means that our suppliers are industrial and so are our customers, considering them as aluminium transformers. Our customers, for example, produce packaging for the food, beverage and pharmaceutical industries or components for the automotive or air conditioning industries. This means that our products are present in many items that are later used by final consumers. This detail is very important, because we it requires a very high technical and technological level. We work against demanding technical specifications in our relationship with suppliers and customers.

How is the ALUCOAT plant in Linares?

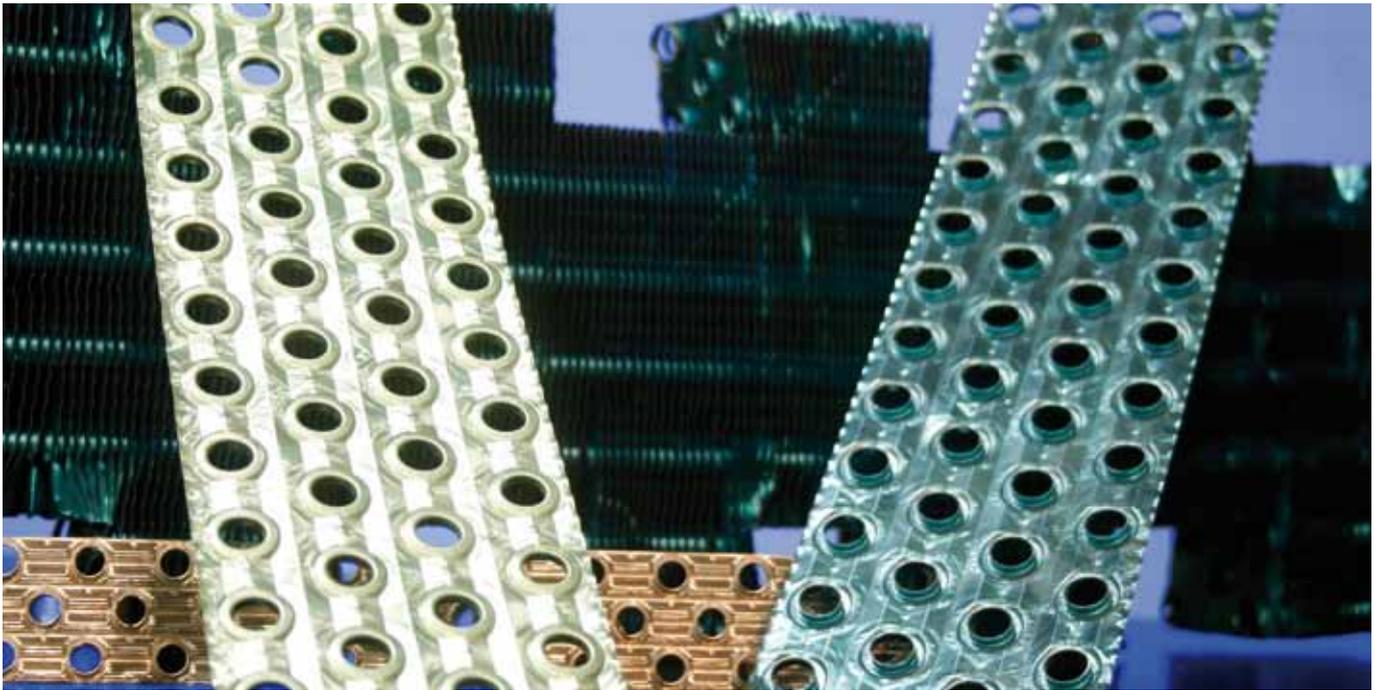
First, I must say that the plant is located in a province



based financially on olive and oil production. In this sense, Linares is a small industrial center in a predominantly agricultural area. The ALUCOAT factory is located in an area of 84,000 square meters, of which there are currently 24,000 square meters of building. This means we have still an area of 60,000 square meters to continue growing. They are highly sophisticated facilities regarding provisions and safety. Do not forget that we work with products that require set lighting, temperature and relative humidity control. In total, the Linares plant employs 49 people, of which half are employed by direct labor and half by indirect labor.

What role does technology play at ALUCOAT?

At ALUCOAT we have the most technologically advanced machinery in Europe. I know the competition well and I can attest to what I'm saying. ALUCOAT and the ALIBERICO GROUP as a whole, have a philosophy of constant reinvestment that allows us to maintain modern production equipment to meet all challenges. It would be impossible to survive in this market if quality was not the day and day axis and the reason for the products we manufacture. Our customers expect a quality proven by independent laboratories which is stable over time and this



“ALUCOAT and ALIBERICO as a whole have a philosophy of constant reinvestment and that allows us to maintain modern production equipment to meet all challenges”

What is the profile of the people who work at the plant?

Their profile obviously has to be very qualified, as the everyday language is technical. In addition, our market is the world, and that means that, besides being very well trained technically, we have to negotiate and communicate in all sorts of languages and cultures. The fact that our competition is not in Spain makes it difficult for us to sign our professionals from other companies operating in the same sector, so our professionals are trained at ALUCOAT and are characterized by having a very sound academic and technical background as well as human qualities aligned with the values that define the ALIBERICO GROUP: honesty, responsibility and concern for good work to extremes that border on obsession. If we had to start ALUCOAT again, we would have them all.

quality is the result of three elements: a qualified and experienced team that understands quality as part of their nervous system suitable equipment, electronically monitored and controlled, and first-rate material, manufactured entirely in Europe.

What market position does ALUCOAT hold with its products?

Our product is of high quality. Quality is expensive and our desire as a company is to remain in markets where we can provide products with high added value. Currently, we export 73% of our production to 44 countries on four continents. All that remains is to reach Australia and we will in the not too distant future. Keep in mind that launching into a market in an industry like ours is a complex and prolonged task. To give you an



“The Vision Plan 5 impels us to triple our turnover using three tools: investment in new equipment, development and innovation of new products and talent management”

idea, to begin working with a new customer can take between one and three years. This is a process in which one must study specifications, laboratory testing, industrial prototypes and approvals and then, if the company accepts the technical conditions it's time to start discussing the commercial aspects. Therefore, to start working with a new client is difficult, but once achieved it is not easy for them to leave you; you become very important work that guarantees the stability of supply.

How has ALUCOAT progressed in the last eleven years since it became part of the ALIBERICO GROUP?

From the moment the company was acquired by the SEPI, a difficult process lasting several years began for ALIBERICO where it had to rethink the industrial work model to adapt to conditions of competitiveness and flexibility in line with demanding markets. Also, we had to redefine our strengths and optimize industrial, financial and human resources. It was also very important to align the values of the Linares plant with those of the ALIBERICO GROUP. Our culture is that of effort, teamwork and a desire to excel. It was a very complicated which was a special challenge in Clemente González Soler's career and ours.

ALUCOAT is defined as an industrial, technological and innovative company. How important is innovation in its strategy?

I would say that it is part of its unique DNA. Our professional team has the capacity to be, at all times, at the forefront of what will happen. Do not ignore

the most important challenge facing the European industry, which is apart from improving competitiveness, is being able to adapt quickly and efficiently to the regulations that are approved year on year regarding safety and consumer protection. In this sense, ALUCOAT is way ahead of legal requirements. We were the first to develop a polyester coating for food products and we are the only manufacturer in Europe that will supply products free of BADGE and PVC, while a European ranking rule prohibiting its use is being considered for approval.

Regarding the future of ALUCOAT, how will the Vision Plan 5 affect it?

It will totally affect it because we are part of one of the three structural business areas of ALIBERICO. The Plan impels us to triple our turnover using two tools. Firstly, investment in new equipment to increase our range of products and markets: in this regard our engineering know-how is essential. We are able to design production processes and machinery which gives us freedom and complete independence. We can make machines that other competitors do not have. Secondly, apart from investing in the development and innovation of new products, we will grow in talent. We are currently recruiting talented young people with a high level of training made of something special. We do not want library books, but technical training in brave bodies and hearts that want to develop professionally without fear of adversity. There are no shortcuts, only the value of work. ◆



aluNID® expands its range of alloys

The aluNID® aluminium honeycomb has added alloy AA 5052 to its range, used in aeronautics and aerospace as well as in developing light and air routing systems and protection against electromagnetic (EMI) and radio frequency interference (RFI).

Alloy AA 5052 has a high magnesium content (2.5%) and the honeycomb confers superior performance to the industrial honeycomb made of alloys from the manganese 3000 series. Its use provides an excellent strength / weight ratio and excellent corrosion resistance.

aluNID®, aluminium honeycomb, is supplied to the entire European continent from the ALUCOAT factory in Linares, with the shortest delivery times on the market (2 weeks) and the highest quality standards with its main manufacturing application being com-



posite panels for building façades and interior parts for manufacturing in rail, marine and aviation as well as part of the parts for the absorption of energy included in automobiles. ◆

Iarcore®, present in the transportation and industry sectors

The future bet for ALUCOIL, which signifies the entry of their products in new areas of activity begins to materialize.

Both, the launch of the new production line in continuous honeycomb panel, and product development of Iarcore® in transport and industry, within the completion of all sector-specific tests to obtain the various certifications, have already shown results.

ALUCOIL and its new honeycomb panel are now present in applications related to the manufacturing sectors of aerial work platforms, truck bodywork, lighting, metal furniture, manufacture of special containers and the marble industry.

Doors are opening in new areas such as the construction of military equipment, the elevator industry or rail and naval interiors.

The production capacity of the new line, together with the flexibility to manufacture various types of panel, means that the Iarcore® product may be present and meet the requirements of different applications.

In all, ALUCOIL continues its strategy of empowerment of these new sectors internationally, with the aim of forming a solid foundation for future business. ◆





Cook with ALIBERICO PACKAGING and Mercadona!



ALIBERICO PACKAGING together with Mercadona has developed some new designs for the fronts and backs of the aluminium cans sold in the large distribution chain. The new product consists of incorporating a series of recipes to these labels for consumers to enjoy new dishes in Palco® aluminium containers.

The new proposal aims to strengthen the perception of consumers about the benefits of cooking with aluminium containers, which are clean, fast and ideal for storage and shipment of food after cooking. The use of these packages shows only benefits when it's time to cook.

The first recipes to appear on Palco® packaging - 8 in total - will accompany containers of 2.7 liters, designed for cooking for the whole family. They will offer secrets on how to successfully produce dishes as tasty as a healthy eggplant puff pastry gratin or desserts as sweet and tasty as chocolate brownies. ◆



larson® seismic resistance

Due to the requirements of French law in construction, on March 16th a series of tests to check the seismic resistance of our larson® composite panel in both cassette design and riveting were successfully carried out. The tests were performed in the CSTB (Scientific and Technical Building Center) laboratories, located in Paris, showing evident stability of our system in such extreme situations.

Tests were conducted between February 12th and 16th and were divided into two batches, one for each type of panel. In the first, both the flexibility and elastic recovery of our front mounting system were tested. In the second, the system was subjected to horizontal sliding motion, following a table of frequencies and intensities that simulated a greater quake-like force.

Following the positive results and pending the final report, this extension of Avis Technique certifies the excellence in stability of our cassette and riveting systems. ◆



Restoration of covers in Islas Canarias

PERCASA has supplied 1,000 square meters of profiled steel sheet and PC40 finials, finished in Tile Red 7001, 25 micron polyester coating to the rehabilitation of covers for the Central Quesera on the Isla del Hierro. The work has been installed by Artecan, S.L.

It has also participated in the project to improve covers for Spar grocery stores in the industrial estate of Los Cancajos, La Palma, Tenerife. For this work 4,800 square meters of profiled steel sheet and PC30 finials, finished in Tile Red 7001, 25 micron coated polyester were supplied. The promoter of the work was Barreto, S.A. and the installation company, Montajes Runo, S.L. with the advice of PERCASA.

In this enclave of La Palma 800 square meters of Pur Steel panel, 25 micron coated polyester, in Cream 2002 were applied as well as another 450 square meters of bus shelters in PC30 coated polyester, in Bidasoa Cream 2002 for the restoration of the covers over DISA deposits. In this case, the installer was also Artecan S.L. in collaboration with PERCASA. ◆

EUROCOLOR, at great speed

EUROCOLOR collaborated on the adaptation of the Cheste Sports Pavilion in Valencia, a circuit that hosts leading high speed competitions with a capacity for 120,000 spectators and 65,000 seats.

The project was carried out by the constructor Arcian and EUROCOLOR was the supplier of Alusink S.A. ◆



larson®, latest modular “A-cero” property

Larson® composite panels make up the single skin of the housing prototype designed by the architectural and urban “A-cero” study, exhibited to the public in Ferrol (La Coruña). The façade is a combination of black glass with white larson® aluminium composite panels. The result is a



modern and cutting-edge clean design marked by the contribution of freshness and clarity that white always offers. The house has 106 square meters and consists of three bedrooms, two bathrooms, hall, lounge-dining room, laundry and kitchen. Its price is 99,000 Euros unfurnished. ◆



“Edifice Gallego 10” Award

The Apron Journal from Pontevedra, has awarded a prize to a building whose walls have been coated with larson®. This is “Torre Pizarro Vigo”, a building in the street of the same name in the city of Pontevedra, a few meters from Xeral Hospital. Construcciones Alsatian installed the larson® façade of this tower which has been awarded “Edifice Gallego 10”.

Torre Pizarro Vigo comprises five basements for parking, a ground floor designed for commercial purposes, three floors for offices or commercial use and nine floors for residential use, including single storey and duplex homes, equipped with the highest quality and comfort with the Vaquero Group guarantee. The building is run in conjunction with the development of the site, which will create more than 14,000 square meters of green areas and open spaces for public use. ◆





With the innovative building in Copenhagen

Larson® has been the material of choice to cover the façades of the residential building Trekantsgrunden in Copenhagen (Denmark); an innovative concept of modular construction that reduces the

time of project intervention with an absolute guarantee of quality and comfort. The material used was 4mm Larson® FR PVdF Sunrise Silver Metallic, of which 5,000 square meters were supplied by Vink Plast AS. ◆



Mini Dealership Piedmont

The Mini dealership in Guarene (Piedmont, Italy) has used 800 square meters of Larson® PE PVdF Jet Black + RAL 7016 for its façades, achieving a modern, groundbreaking look in tune with the modern design of its brand vehicles. It so happens that Guarene houses one of the factories of the famous chocolate maker Ferrero Rocher as well as its headquarters. Ferrero has also been a customer of ALIBERICO PACKAGING in Germany. ◆





Laureate building in Norway

The new headquarters of the Norwegian company Aibel AS, provider of engineering, construction and maintenance services for energy sector facilities is a unique building in the vicinity of Oslo which has the distinction of having been named as a finalist for "Best Work the Year" in Norway, awarded by the journal Byggeindustrien.

One of its strongest features is its colorful façade, which is predominantly larson® FR 4mm composite panel in pure black and white and brilliant black and white. In total, 3,200 square meters of larson® have been used on this project by our local distributor VinkNorway AS, which has provided its technical support to the team of architects.

The design of this remarkable work has been thought up by Jostein Rønsen Arkitekter AS, while the building has been the responsibility of Skanska, the most important Scandinavian company in the building and construction industry. It should be noted as a curiosity that together with larson®, there are 40mm polycarbonate panels from the company Rodeca. The largest was 22.50 meters long and had to be transported on special trucks. ◆



At Rzeszów-Jasionka airport



ALUCOIL has provided its client Reconal 3,200 square meters of larson® FR Silver for the proposed construction of the new terminal at Jasionka International Airport, located in the city of Rzeszów (Poland). This is an infrastructure that was born as a military airfield and which, upon conversion to civilian use has continued to grow in passenger traffic. The new terminal has 10,000 square meters and its runway is the second largest in Poland, with 3,200 kilometers, enabling the takeoff and landing of category E (A-340 and B-747) aircraft. ◆



With larson® mirror reflections



Biotrial, the famous French research laboratories have chosen the special larson® mirror to highlight and decorate their building in Rennes. A total of 1,820 square meters of "mirror" material has been provided to give the special touch that larson® mirror provides.

The architect Jean Pierre Meignan and the façade specialist Alu Rennais have been responsible for the design of the façade. The study and transformation of larson® mirror was performed by SAB-FCB. ◆



New SAB building

SAB-FCB, an ALUCOIL distributor in France, has carried out an expansion of its building and has modernized the exterior image using larson® composite panels. The material used has been cassettes of larson® composite panels in White, Metallic Red 3003 and many mirror details to give a modern and unique design. The company has used this expansion to increase and improve production equipment. It should be noted that the new building, covering an area of 3,555 square meters follows all BBC requirements and anticipates thermal regulation RT 2012. ◆



Headquarters for Dubai Investments



Larson® makes up the outer skin of the monumental building that houses the headquarters of the company Dubai Investments in the United Arab Emirates. The project, now fully completed and in use by its company, is lined with a layer of Larson® 4mm PE PVdF Metallic Champagne, with an area that reaches 12,000 square meters. The company specialized in façades that undertook the work was Folcrá Beach Industrial Co.

It should be noted that this unique architectural design, located in the complex Dubai Investments Park, was signed by Dewan Al Emara Architects and Engineers and that the construction was carried out by Al Arif Contracting Co. ◆



The new architecture in Casablanca

Casablanca has experienced noticeable changes in its urban physiognomy and infrastructure in recent years and Larson® is present in many new architectural projects, whether public or private, that are being developed in the city.

For example, the new headquarters of the company OFPT carried out by the installer Jorf Plast Industries; the Plateau Bureau Sidi Marouf or Vivalis offices, in collaboration with the installer Atelier Hamma. ◆

Prometal headquarters in Cameroon

ALUCOIL is taking root throughout Africa. Cameroon has become to trust Larson® composite panels. This time for the construction of the façades for the Prometal company headquarters, located in the city of Douala, the biggest city in the country. The installer was Socalu which used 3,000 square meters of Larson® PE Silver Metallic and Traffic Red 3020. ◆





larson® recreates Dalí in the antipodes

ALUCOIL has received its first order from Australia, our antipodes: a total of 1,200 square meters of larson® Metals Copper composite panels with natural copper finish that will be installed in an apartment building in Melbourne.

The project is called The Face and comprises a total of 35 apartments, with sizes ranging from 39 square

meters to 240 square meters and commercial spaces at street level. The façade of this building was inspired by the paintings that the Spanish painter Salvador Dalí executed between 1936 and 1937, entitled "Dream", "Anthropomorphic Cabinet" and "Burning Giraffe". The result is a set designed as an object or abstract sculpture, determined by the Arm Architecture study. ◆



larson® shines in the desert of Nevada

Larson® composite panels have made their mark in the Nevada desert in the United States. A larson® 4mm PE Custom Orange and Silver Metallic façade, with a total area of 3,015 square meters has been used in the new Schluter Facility building in the city of Reno. The supplier was Southam and Associates.

This building, dedicated to warehouses and offices, demands attention to its design and its bright orange façade which stands out above the deep blue sky of Reno and Tahoe. ◆





larcore® A2 success at BATIMAT



ALUCOIL attended a new edition of BATIMAT, the leading European show that specializes in construction and building that is held every two years in Paris. In a wide and interesting stand of 60 square meters, ALUCOIL presented its range of larson® composite panel products and used the meeting to make the official presentation of the revolutionary new honeycomb panel larcore® A2 to the international market.

Visitors from around the world, from America to Asia through the Middle East, witnessed this event which records the consolidated and positive path that ALUCOIL is marking out at global level. Numerous media echoed the presence of ALUCOIL and even requested television interviews about the new and outstanding product larcore® A2, unique in the world for its advanced manufacturing process.

ALUCOIL shared exhibition space at the fair with Almet, a distribution company in France of termolac®, the high quality powder coating which was also an important object for promotion at BATIMAT.

According to official data, 351,748 visitors passed through in 2011, mostly international, highlighting a very important increase in professionals from Brazil, Germany and Russia. In total, 2,330 companies gathered, representing more than 50 countries, spread over an area exceeding 100,000 square meters. ◆



Alpewa opens its doors to the larson® universe

In recent months, Alpewa, an ALUCOIL distributor in Italy, has continued with its program of material promotion for the construction industry, among which it has devoted special attention to larson® products.

Alpewa has held several open days with the result of more than 700 professional visiting in one year. It has also organized several talks with architects, with

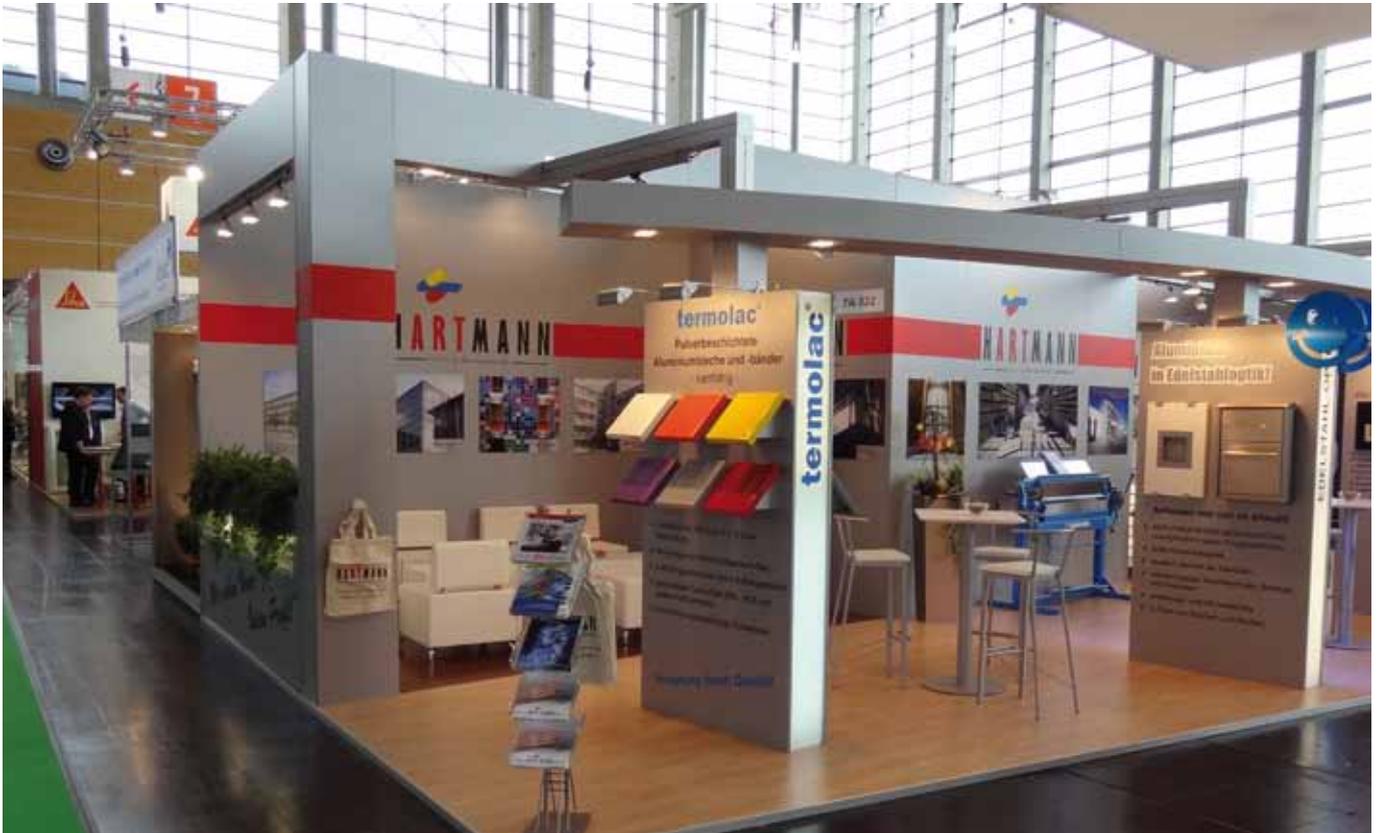


numerous followers. Prominent are those held in Brescia (with 88 participating architects), Vicenza (172 architects) and Bologna (97 architects).

The Italian firm also took the larson® universe to the MADExpo construction exhibition which at its latest event sparked the interest of more than 250,000 international visitors. ◆



termolac® premieres at the Fensterbau Frontale fair, in NürnbergMesse



Termolac® was first introduced at the popular show Fensterbau Frontale and did so accompanied by Hartmann, the largest distributor in Germany of high quality powder paint. Hartmann, one of the 780 exhibitors showed their products in a stand of 80 square meters and showed the wide range of termolac® colors.

The fair took place from March 21st to 24th in the German town of Nuremberg and received over 120,000 visitors. The most remarkable result of the fair has been the quality of contacts made as 84% of visitors are "purchase makers" and 97% of exhibitors with their products reach their more important target audiences. ◆

ALUCOIL NORTH AMERICA debuts in Washington D.C.

Next May, ALUCOIL NORTH AMERICA will debut as an exhibitor for the first time in Washington D.C. All details are ready so that between May 17 and 19 composite larson® panels will be displayed at the American Institute of Architects National Convention 2012. It will showcase a wide range of products manufactured in Manning, South Carolina and will also present the most technologically advanced products manufactured in Miranda de Ebro, Spain, such as the larcure® A2 honeycomb panel for those extremely unique designs and façades. ◆





Robert Solano



Clemente González Soler, 15x15 course professor again

Since 2006, the EDEM Foundation, based in Valencia, has conducted the course "15x15": Share fifteen days with fifteen business leaders," which has become a leader in the training of entrepreneurs and senior managers in the field of strategy and business management.

With new and modern facilities, the 2012 course began with the presentation by Antonio Catalán, president and founder of AC Hotels with the second day led by Francisco Pons, president of Importaco and executive vice president of Bankia. The third session, held on February 23 was given by Clemente González Soler who presented the 32 students who are all managers of major Spanish companies, the keys to

the ALIBERICO GROUP management model and business prospects at national and international levels.

In relation to the class taught by Clemente González Soler, a student said: "It's interesting how a company president controls the product so well. I'll take one of his phrases: Knowing the product is the most important thing for a manager."

The ALIBERICO president's class, framed within the main block of the course entitled "business strategy and leadership" was followed by a lunch seminar in which students were able to talk and share concerns and professional experiences with the speaker. In the afternoon, Juan Irazo, Chairman >>>

>>> of the Board of Economists of Madrid took over who analyzed the economic situation and future prospects for the Spanish economy.

It is expected that this year's 15x15 EDEM course will be taken by Javier Campo, president of the Zena Group; Mónica de Oriol e Icaza, chief executive of Group Seguriber; Jose María Castillejo, president and CEO of Zinkia; Jose Manuel Villanueva, founder member of Privalia; Francisco Juan Ros Garcia, CEO of Ros Casares Group; Juan Roig, president of Mercadona; Jose Ramón Garcia, president of Blusens;

Juan Manuel González Serna, president of the Siro Group; Félix Revuelta, president of Naturhouse; Federico Michavila, president of the Torrecid Group; Manuel Palma, president of Palma Group; and Vicente Boluda, president of Boluda Maritime Corporation.

The course objective is that entrepreneurs, directors and executive participants can learn strategies, business models and keys to the success of companies that are leaders in their sector, as told by the entrepreneurs who lead them. ◆

Luis de Guindos meets with ADEFAM



A few weeks before being appointed Minister of Economy and Competitiveness, Luis de Guindos met with members of the Association for the Development of Family Business of Madrid (ADEFAM), chaired by Clemente González Soler.

As a director of the PwC Financial Sector Center and the IE Business School, De Guindos conducted a thorough analysis of the economic situation of Spain

and reflected on possible measures to be taken. In his view, the difficulties being experienced by Spain come from excessive public and private debt and the solution to the problem could only come from strict austerity budget and deep economic reform which should first include labor reform and the restructuring of the banking sector, two issues on which the new government legislated in the first weeks in office. ◆



100 years of industry in Linares

Miguel Ángel Gavira published a page long article in El Economista on the centennial of the San Gonzalo Factory, owned by ALUCOAT Conversion. Gavira recalled that, in the late 70's, Clemente González Soler, being chief engineer of the Endasa plant was commissioned to design the new machines for this plant. As fate would have it, in 2001 ALIBERICO decided to buy it (then owned by INESPAL as the result of the merger between ENDASA and ALUGASA). The old San Gonzalo ended up closing the circle. "It began as a family business in 1911 and came back to be one again. 100 years of industry in a country where the sector has increasingly less weight in the Gross Domestic Product," said Clemente González to the journalist. ◆

CincoDías

ALIBERICO, on the path of growth

Cinco Días publishes a wide range of information signed by Javier Fernández Magariño presenting the growth strategy for the ALIBERICO GROUP in the coming years following the implementation of the Vision Plan 5. "The largest, Spanish aluminium processing group, ALIBERICO, is implementing a plan for growth, especially through its subsidiary ALUCOIL which has led it to buy a plant in South Carolina (USA) and search for three other locations in Asia and one in Australia. The aim is to quadruple the current turnover in 2015 and create a network of seven aluminium composite panel factories around the world," writes the journalist. Clemente González Soler declares world leadership in aluminium composite panels in 2015. ◆





EL PAÍS

Aluminium with a Spanish flavor

Journalist Vidal Maté published a report on the ALIBERICO GROUP under this title in El País - Business, focusing much of its content on ALIBERICO PACKAGING activity. "When you buy an aluminium container with a solid or semisolid food product inside, chances are that the manufacturer has been the familiar, Spanish, multinational ALIBERICO," writes Maté. The journalist notes that ALIBERICO FOOD PACKAGING has developed and manufactured more than two hundred types of aluminium containers, with an annual output exceeding one billion units through brands Alubest® and Palco®. He also mentions, in addition, the Vision Plan 5, which has set a target to quadruple the Group's turnover, a growth which will be achieved through increased production and through acquisitions abroad. ◆

Widespread echo in the media of the centenary at San Gonzalo

The centenary of the San Gonzalo factory, owned by ALUCOAT Conversion, was widely reported in regional and national media communications. Among the first, as well as interviews with the president of ALIBERICO on stations such as Spanish National Radio, the anniversary was covered by newspapers such as El Mundo, Ideal or Diario de Jaén. Also, the event was the subject of a report in economic and business magazine Sector Empresarial, edited and directed by Juan Comas. All the articles highlighted the historical dimension of this industrial project and the transformation it has undergone over recent years to lead the market in aluminium transformation. ◆



Cinco Días

Light after reforms

On 24th February 2012, in the financial newspaper Cinco Días, Clemente González Soler discussed the recent reforms undertaken by the Government and concluded that the balance is positive and points to the right direction, although “where other governments have had 100 days grace, this one has had only a handful of hours to legislate.” In the balance to date, there are three major initiatives to lay the foundations for economic and social regeneration in Spain. We would all like the effects to be immediate and that the next EPA (Labor Force Survey) show at least one shift in trend but the comeback, unfortunately, will not be a matter of a few months and will need, by the way, a gesture of responsibility and high-mindedness of the players to not hinder or delay it further,” he wrote.. ♦



On the eve of a new parliament

In his capacity as president of ADEFAM, on December 5th 2012 Clemente González Soler wrote in El Economista urging the elected prime minister to consider the composition of his government and the presentation of the first measures against the recession. “At the risk of going against the tide, we believe that Mariano Rajoy has begun to administer the trust given by the Spanish with good judgment: a person with a 30-year political career behind him who arrived here after much personal sacrifice and a particularly long journey through the desert, sometimes with a few disloyal followers, and in most cases against the wind, knows exactly what these times are and understands the sense of opportunity” writes Clemente González. ♦



ALIBERICO PACKAGING in Telemadrid

On March 3rd, ALIBERICO PACKAGING starred in two stories on Telemadrid TV channel. The first was on the program "En Pleno Madrid" specializing in information on parliamentary activities in the region and served to illustrate a discussion on the internationalization of the companies located in Madrid, with the participation of various parliamentary spokesmen. Inmaculada González Armero, CEO of ALIBERICO PACKAGING and Ignacio Martín Maroto, manager of PALCO were responsible for explaining the activities carried out by the company and the keys to its broad international presence on camera.

The second piece was also on internationalization broadcast by Telemadrid, this time on the midday news. The report was scheduled as a way to illustrate the activity of an industrial company based in Madrid that bases its strategy in using innovation and technology, and a commitment to foreign markets. Inmaculada González Armero was again the spokesman for the company. ◆



Interempresas

Report on IarcCore® A2 in Interempresas

Last January, the specialist magazine Interempresas published a report on the new IarcCore® A2 product which opens a new generation of materials for the world of transportation and unique architecture. The report explains that this is a honeycomb aluminium panel of large dimensions which is extremely flat, stiff and fire resistant which has won the A2 rating, the highest given to flame retardants. "To install the exceptional IarcCore® A2 panel a unique system, the HIDETECH® system has been developed and registered, which optimizes the resources needed for installation, reducing the anchor points and equipment necessary for implementation thanks to the properties and characteristics of the panel" the report said. ◆

In ALIBERICO... The ideas are rewarded



INNOVATION AWARDS

*A program designed for employees
to express their innovative ideas and
become part of the ALIBERICO Innovation*



We support INNOVATION. We believe in our people.