

Presstext

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PETER-LACKE China officially inaugurated

On 21 May 2010, PETER-LACKE inaugurated a modern and expansive site in the South of Pudong, China, which had been put into operation as early as autumn 2009. All requirements are thus fulfilled for a successful participation in the strongly expanding industrial coatings business in China today and in the future.

PETER-LACKE has already had a representation in China since 1998 and a manufacturing subsidiary since 2003. Right from the beginning, the focus was put on services while establishing the sales structure. In addition to state-of-the-art application technology, laboratory services were included in the portfolio literally from day no. 1. This resulted in regional key business contacts and partnerships which were significant for the further expansion of the Chinese branch. Very positive forecasts for business locations in China and good experiences with domestic customers inspired Andreas Peter, Managing Partner of PETER-LACKE GmbH, at the beginning of 2007 to look for new premises.

He found the perfect location in the industrial area of Fengxian in the South of Pudong where the company acquired premises covering a

Pressekontakt:
Herr Norbert Burkhard
PETER-LACKE GmbH
Herforder Straße 80 | 32120 Hiddenhausen
Tel. +49 (0)5221 9625-0 | Fax -99
peter-lacke.com

Pressekontakt:
Herr Edgar Siebert
ips>>> industrie partner siebert
Opalweg 4 b | 32425 Minden
Tel. +49 (0)571 40 41-507 | Fax -508
siebert(at)ips.online.de
ips-kommunikation.de

total of 29,000 m² including 3,500 m² of production area and another 2,000 m² of laboratory area of. The buildings were completely done up, and an A1 warehouse covering 1,500 m² and an office building with a social wing in modern design of the same size were built. Optionally, the production area can even be extended by another 2,500m². As early as production start on 21 May 2010, twenty laboratory technicians were available on site, including two technicians from the parent plant in Hiddenhausen, Germany. Currently, the percentage of solvent-based coatings amounts to about 90% in the Chinese market. In the future, the company expects a strong increase in water-based coatings and UV coatings. Of top priority for PETER-LACKE is the strongly expanding automobile market. However, the company also supplies the consumer electronics market. In Fengxian, customers receive optimum support ranging from the first design draft to series maturity – including market launch processes.

PETER-LACKE is firmly established in China and highly appreciated by its customers. Andreas Peter has had particularly good experience with the support of German and European colleagues in the Chinese market. This cooperation shall be further developed to benefit from the expanding market based on an efficient economic community. Besides German and European companies which are already located in China, entrepreneurs who are planning to become more active in China shall also be addressed.

For further information:
Andreas Peter
CEO
PETER-LACKE GmbH

Herforder Straße 80
32120 Hiddenhausen

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The 29,000 m² large premises house production and laboratory facilities



Company founder Andreas Peter (centre) with family and guests of honour



CEO of Peter-Lacke Shanghai Mr. M. Sheng (left) and Andreas Peter

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