



Palram Polycarb UK plant covered with snow.



## From the CEO's Desk

A new market reality has become clearer to us as we move further from the beginning of the economic crisis. During the past two years, the global plastics market has been erratic and unstable. Such conditions led to uncertainty for manufacturers and made it difficult for us to maintain stability for our customers. Nonetheless, Palram managed to raise its level of service and became more engaged with our valued customer base.

In 2010, we added production capacity, established new logistic centers and made our technical and marketing support more available than before. In spite of the ongoing economic uncertainty, Palram will forge ahead in 2011 by continuing our development of unique and innovative products and will further enhance our production capabilities. We believe this course of action will provide our customers with additional competitive advantages.

I would like to take this opportunity to thank our many partners who joined us at K2010 in Germany. The event marked yet another milestone for our Company. I would also like to extend warm season greetings to all of you and wish each of our Palram family members a steady path of improvement. May we rise beyond the expectations of our customers.

Sincerely yours,  
*Arnon Eshed*  
CEO / Managing Director





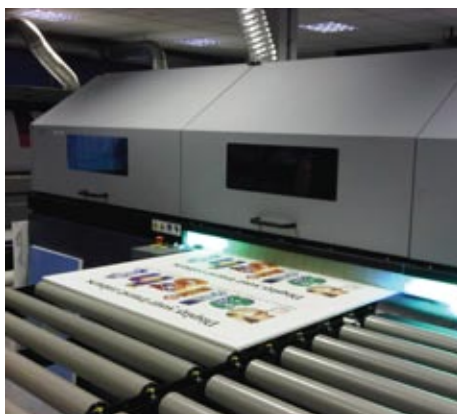
# Colors on Display at Las Vegas

SGIA 2010 Expo was the North American hotspot for the newest products and trends hitting the specialty imaging market. Held in Las Vegas on October 13-15, the event offered a great opportunity for Palram and another 480 exhibitors to get their message across to 20,000 visitors. The event was a platform for Palram to increase its signage and display market share through a comprehensive offering of printing media and expertise. Palram flat sheets were extensively used on the exhibition booths of many digital printer manufacturers who demonstrated their products' capabilities, a fruitful cooperation that gained plenty of interest and resulted in strong leads.



# UK Advertising Seminar for Igepa Benelux

Palram Europe has recently held a private seminar in the UK for members of the Belux & Netherlands branches of Igepa, a global network of merchants for printing consumables. The seminar included a professional workshop at ImageCo, a well-known local printer from Leeds. The entire location was closed for the event, allowing guests to tour all departments and observe printing demonstrations using Palram's printing media. The seminar moved on to a signage and display workshop at Palram's production plants. As Omer Shoham, Advertising Application Manager (Marketing Support Dept.) concluded, "It was an important seminar that deepened cooperation between both our companies. Palram will continue to support Igepa, learn the needs of the distributors and build on our professional relationship."





# Palram's New Look Revealed at K2010

Palram revealed its new look at the K2010 "European Plastics Olympics", in a culmination of a recent brand revitalization program. The updated brand identity is based on Palram's brand promise and values; extensive internal and external reviews helped define "Agility" as a core value in the process. One of the main outputs of the brand revitalization is the new "Build On" slogan and brand character, which already appear in the company's publications, including this news edition. Palram's marketing communications will be revised around the globe in the coming months, in order to unify and refresh the company's image, brand and message.



## Build On... in India

Palram participated in the "Ace-Tech 2010" exhibition held on November 11-14 in Mumbai, India. "Ace", which stands for "Architecture, Construction & Engineering", reflects the organizers' intention of spanning the entire Indian construction industry, one of the fastest growing markets in the world today. Palram's participation is part of its efforts to expand its activity in the Indian construction market. The event proved to be a success for Palram, evoking interest from both existing and potential customers. It also revealed the market's interest in Palram's powerful bundle of products and services for architectural projects.



## Contribution Acknowledged in Germany

A special event was held at the Palram Germany logistic center to acknowledge its contribution to the city of Schönbeck. Its mayor, Hans-Jürgen Haase, expressed the city's gratitude for Palram's significant investment in the local operation, for the stable employment it provides to the local population and for a donation made to a local kindergarten. The mayor also gave Winfried Jolk, Palram Germany's devoted plant manager, an award recognizing his entrepreneurial skills. The event was honored with the presence of Herr Werner Rottmann, a high ranking official from The Ministry of Economy & Employment of Sachsen-Anhalt (One of the German states). Winfried Jolk took the opportunity to thank the town's people and all Palram employees for their services.



An article from a local newspaper reporting Palram's donation to the kindergarten.

## PALRAM News Spotlight on...

### Sofia "Cookie" Frantz

Production Planner at Palram Americas

**History at PALRAM:** Sofia, or "Cookie" as everyone calls her, arrived at Palram from Lucent Technologies, a large semiconductor manufacturer, where she worked as customer service representative, and an import/export and a transportation manager for over 20 years. Her career at Palram Americas began in the Logistics Dept. as an Order Control & Logistics Coordinator. Within a few months she was promoted to her current position as Production Planner, a position that she has held for over five years.

**Scope of Activities:** As production planner, Cookie works closely with the production and sales departments, in addition to her logistics' counterparts. "My main goal is customer satisfaction as I am the liaison between sales and production. My work is often challenging, but it is worth the rewards gained at the end" says Cookie. She is responsible for planning production, scheduling, expediting and coordinating the delivery of critical material, as well as running MRP for both U.S. production facilities located in Allentown. In addition, Cookie works with Palram's production plants in the UK and Israel.

**Personal Note:** "I cannot express my gratitude for being chosen for the Palram News Spotlight. Being a wife and a mother of three children, my roles are often challenging to balance, but with the help of my family, friends, and co-workers, I have succeeded and look forward to my future growth with our company."



**Education:** Associate Degree in Applied Science-Business.

**Hobbies & Interests:** Enjoy camping with my family, baking for the holidays, Saturday morning antiquing, and attending high school football games to support my local team.

## SUNGLAZE™ Perfectly Tailored in China

Hangzhou airport, one of the busiest in China, has opened its second terminal for service in May 2010. The terminal's entrance canopy was tailored with SUNGLAZE, Palram's solid polycarbonate system. Originally specified with glass, design plans for the roof were modified through close cooperation between the architect and Palram's Marketing Support Dept. Palram's solution provided many advantages: fast and simple installation, shatter proof glazing, no sealants required and a perfectly matched design and glazing system.



## PALRAM | Build On.

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