



PALSUN 10mm Solar Olympic sheets installed at the "Electron" stadium in Novosibirsk, Russia (See article inside).



## From the VP's Desk

Dear valued customers,

After the 2008 global economic crisis, markets, economies and even civilizations are changing in front of our eyes, as history moves on a very fast lane.

The previous year presented a few significant challenges for all of us. On one hand, high demand for our products, for which we thank our loyal customers who maintained the business momentum together with us in an unstable environment. On the other, we have faced sharp, rapid increases in raw material prices, which have forced us to raise prices and be more efficient at the same time.

It appears that 2011 will not differ from 2010. Costs are still on the rise, demand remains high and currencies continue to fluctuate. As always, Palram will continue to do the utmost to serve our customers with high quality, cost effective products. We will also maintain our level of service and good relations with all our customers and business friends.

As always, we continue to develop new products and business initiatives, and also adapt state-of-the-art technologies in all aspects of our business.

I am confident that together we will continue to "Build On"!

Sincerely yours,

*Eyal Avishai*  
VP R&D and Marketing



## Entering the Security Glazing Market

PALSHIELD™ is a newly developed range of bullet resistant panels that reinforces Palram's offering for the professional glazing market. The new product family, which offers anti-ballistic grade panels, consists of Palram's high quality flat transparent sheets. The first member to be introduced is PALSHIELD™ 318; 3 indicates the number of layers, 18 for the thickness in mm. The panel has already passed ballistic testing under various standards in the UK, USA and Israel. Other bullet resistant products are planned to be launched in the coming months, including PALSHIELD™ 432, which is capable of resisting 7.62mm rifle ammunition.



## Complete Wall Cladding Bundle Launched

Palram now offers a complete solution for professional cladding installers. The new bundle includes PALOPAQUE™ PVC sheets with matching cladding profiles and welding rods. The sheet variety includes many colors, surface finishes, thicknesses, HYG antimicrobial action, Anti-Static features and more. Palram entered the cladding market in early 2010 and can now offer the expertise and comprehensive support for professionals on installation procedures, equipment usage and maintenance recommendations. The cladding bundle is backed by the Palram Marketing Support department cladding team.



**Photo on the right:** Hinckley Club for Young People - Leicester, UK. PALOPAQUE™ 2.5mm Green, installed using color matched welding rods.

## Sharing Projects Know-how in Colombia

Colombian architects, engineers and contractors were invited to share knowledge of Palram's offering in 3 comprehensive seminars during the month of January. The seminars, held in the cities of Cali, Medellin and Bogota, were conducted by a Palram representative in cooperation with Palram local customer, "Cubiertas y Espacios". Polycarbonate and PVC sheets and panel systems are no strangers to the Colombian market, but nonetheless the seminar revealed new information to the professional participants. Michel Allouch, Palram's Marketing Support Department manager, shared his experience with architectural projects during presentation of the company's bundle of products for construction and architecture, coupled with a full engineering support throughout the project.



## Palram Disclosures Now Meet ISOX Regulations

Palram has recently implemented the new ISOX regulations, which are set to improve the effectiveness of a public company's internal control over financial reporting and disclosures. Palram's financial statements for 2010, and any report thereafter, will include an ISOX chapter that strengthens its validity. The ISOX implementation process, which began in early 2010 and has many implications beyond the realm of finance, including sales, collection, purchasing, inventory, and also organizational and personal ethics. ISOX is the Israeli version for the American Sarbanes-Oxley (or "SOX") Act, created in 2002 mainly to reinforce corporate governance in public companies.



## Palram Africa Secures A Landmark Project

Two large scale retail projects mark Palram's establishment as a major sheet and panel supplier in the South African market. "Pick and Pay", South Africa's leading food supplies retailer, has chosen to incorporate SUNTUF® Rooflights into the roof of a newly built warehouse in Cape Town. Some 18,000 sqm of 1.25mm White Opal sheets are being installed in what is considered a landmark project for South Africa.

SUNTUF® offered considerable advantages over the market's standard rooflights, including double sided UV protection, better weather resistance, longer life service and a 25 year warranty. Food distribution centers are common in the country and serve as central grocery stores. The satisfied retailer has already requested additional SUNTUF® Rooflights for the next warehouse, which will be built in the city of Durban.



## Extra-Long SUNPAL® Panels Safely Delivered

An extraordinary logistic operation was conducted to deliver custom-made 44 meter SUNPAL® panels from Paltough, Israel to a nearby customer. A special wagon truck was hired with rear axles to facilitate better maneuver during delivery. The sheets were manually packed and individually labeled according to the satisfied customer's request, who will install them as swimming pool skylights in the coming months.



## PALSUN® Covers New Ground at Novosibirsk

PALSUN® 10mm Solar Olympic sheets were installed at the "Electron" stadium in Russia. Novosibirsk is Capital of the Siberia district, which typically has heavy snow during winter. These conditions and the distance of more than 3000 kilometers required the sheets to be transported by trains from the harbor of St. Petersburg to the remote city.



## Palram News Spotlight on...

### Yishai Knoll

Project Manager for Production and Product Development

Yishai Knoll is one of Palram's historically influential developers, accounting for a significant part of Palram's competitive capabilities today.

**History at Palram:** "I joined Palram in 1986 to run the establishment of its first SUNTUF® production line one year after Paltough polycarbonate plant was built. I ran production at Paltough for 6 years and developed the production of corrugated sheets along with Guy Ben-Zvi and increased capacity from 180 to 600 kg per hour. Then I ran a 3 year efficiency plan that included training programs, new production standards and improvement of production performance. In 1996 I left Palram, and was called back in 2000 to run the field of corrugation and related production process developments. I then developed what is now SUNTUF's proprietary profile matching technology. I also developed the EdgeLock™ and SUNGLAZE™ panel systems, the latter with Amir Sade."

**Scope of Activities:** "Both my vision and industrial approach are mainly driven by desire to beat the competition and increase competitiveness through production capabilities and technology. At any given moment I worked for Palram, I envisioned our competitor's developers and looked for new ways to overpower them in tangible indexes."

**A Personal Note:** "To the colleagues whom I leave in Palram, I would recommend to assume that no achievement is laying in our pockets, and the sense of urgency to manage, develop, market and make them more efficient must remain a core activity for the company. I'd also suggest that nothing cannot be made better and that Palram should nourish its employees to become developers, each in their own field. I would propose to my friends to be bold and take the risk of failure, as I have experienced quite a few of those, and they trigger the best advancements."



**Academic Background:** Composition in the Tel Aviv Music Academy. Awarded several music related prizes, including the Israeli Prime Minister prize.

**Hobbies & Interests:** Music composition. I enjoy movies, modern dancing and Jazz.

## Palram Americas Goes Green to Save Green

It started with a combined goal at Palram: reduce Palram's carbon footprint, while also reducing operating expenses. Palram Americas has swapped all its low efficiency metal halide lamps for the higher efficiency T5 lighting, which produce more light and have shorter start up time and 20% longer life. Motion sensing detectors were also installed in some areas for even greater energy usage reductions.



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