



20 December 2021

Plastoplan Kunststoffhandel GmbH appointed as the RadiciGroup distributor in Austria

Successful relationship between Hromatka Group and RadiciGroup extended to Austria

RadiciGroup High Performance Polymers has announced a reorganization of its sales network in **Austria**. As of **1st January 2022**, **Plastoplan Kunststoffhandel GmbH** has been appointed the RadiciGroup national distributor for a wide product range that includes **RADILON®**, **HERAMID®**, **RADIFLAM®**, **RADISTRONG®**, **RADITER®**, **HERAFLEX®**, **TORZEN®**, **HERAFORM®** and **RADITECK®**.

“Our Group,” said **Rolf Behringer, sales manager DACH of RadiciGroup High Performance Polymers**, *“is taking one more step to strengthen its long-term presence in the Austrian market partnering with an important and reliable company, **Plastoplan Kunststoffhandel GmbH**. We are sure that, together with Plastoplan and our sales and technical team, we will be able to offer our Austrian customers the highest level of quality and flexibility”*.

Plastoplan Kunststoffhandel GmbH is part of the **Hromatka Group**, an established distribution group serving the European polymer market, which already cooperates with RadiciGroup in Poland, Romania, Bulgaria, Italy and Turkey. Plastoplan, which has been operating in the Austrian plastics market for over 50 years, provides a well-established, country-wide resident sales net and logistics solutions guaranteeing fast delivery to customers.

“The new agreement,” said **Mr. Franz Manyet, commercial manager of Plastoplan Kunststoffhandel GmbH**, *“supports the strategic direction of both partners to produce and distribute technical polymers with a strong focus on increasing mutual business.*

Customers will benefit from the expanded product portfolio and locally provided services at Plastoplan, such as warehouse logistics and technical support”.

About Plastoplan Kunststoffe

Plastoplan is specialized in distributing high-quality polymer granules in close partnership with leading manufacturers. Its team offers comprehensive service and support in order to accompany its customer projects from the initial idea to large-scale production. With a tightly meshed network of warehouse locations, Plastoplan, a subsidiary of the Hromatka Group, is a high-performance, reliable partner with close proximity to its customers, serving the Austrian polymer market with decades of experience and the pursuit of continuous improvement. For more information, please see www.plastoplan.com.

About Hromatka Group

The family-owned company Hromatka Group is one of the leading distributors in the European plastic market and well-known for its industry-leading partners and strong brands. The Hromatka Group offers a superior portfolio with an international orientation and excellent technical expertise. Highly qualified local experts are active in 23 countries helping customers to achieve their goals for future success. The Hromatka Group operates 41 warehouses in Europe and continuously invests to secure reliability in availability and delivery of material. For more information, please see www.hgmag.ch.

RadiciGroup High Performance Polymers is a multinational organization with the capacity to manufacture and supply engineering polymers (based on polyamide, polyester and other materials) around the globe, with the backing of a production and sales network across all continents, as well as research and development increasingly focused on high-performance polymers. The products of the RadiciGroup High Performance Polymers Business Area are primarily used for applications in the following sectors: automotive, electrical & electronics, water management, consumer goods and industrial. In 2020, the business area reported sales of EUR 338 million.

RADICIGROUP – With approximately 3,000 employees, sales revenue of EUR 1,019 million in 2020 and a network of production and sales sites located throughout Europe, North America, South America and Asia, RadiciGroup is one of the world’s leading producers of a wide range of chemical intermediates, polyamide polymers, high performance engineering polymers and advanced textile solutions, including nylon yarn, polyester yarn, yarn made from recovered and bio-source materials, nonwovens and personal protective equipment for the healthcare field. These products are the result of the Group’s outstanding chemical expertise and vertically integrated polyamide production chain and have been developed for use in a variety of industrial sectors, such as: automotive – electrical and electronics – consumer goods – apparel – furnishings – construction – household appliances – sports. The basis of the Group’s strategy is a strong focus on innovation, quality, customer satisfaction and social and environmental sustainability. With its business areas – Specialty Chemicals, High Performance Polymers and Advanced Textile Solutions –, RadiciGroup is part of a larger industrial group that also includes textile machinery (ITEMA), energy (GEOGREEN) and hotel (SAN MARCO) businesses.

WWW.RADICIGROUP.COM



RADICIGROUP PRESS OFFICE

Marisa Carrara

marisa.carrara@radicigroup.com

+ 39 345 9148892