

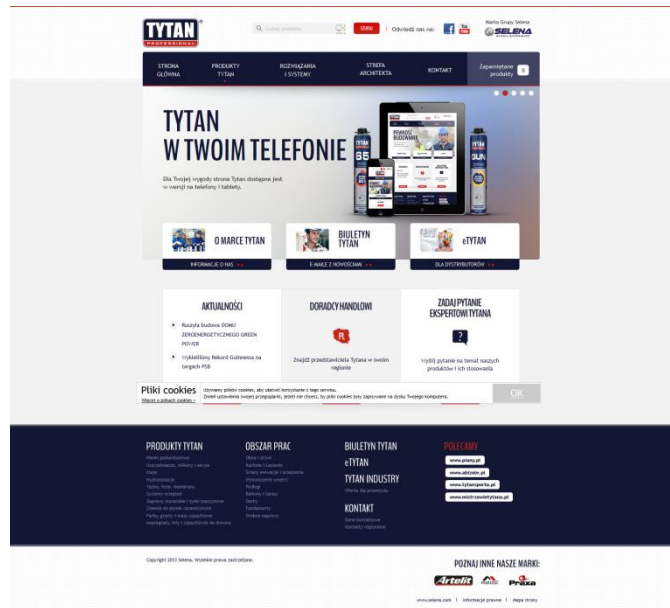
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Wroclaw, 4 July 2013

Selena: New website for Tytan

Selena Group – global producer and manufacturer of construction chemicals –launched a new website for its flagship brand Tytan. It is Selena’s key brand for premium products – adhesives, sealants and PU foams, among others – devised for professional users and developed for building and finishing works. The brand is available on three continents, in several dozen countries. On many markets Tytan is the leading brand in its product groups.

Tytan’s new, fully functional website is available at www.tytan.pl – it enables cross-search of products and solutions depending on the work to be done or product group. Users can also explore a number of additional functionalities and data, such as product tutorials or practical tips. They can also get direct advice from Tytan experts or use a number of apps for modelling construction solutions using Selena products. Its mobility makes the website stand out compared to sites of other construction brands in Poland – the help offered by Tytan.pl is at your fingertips on the mobile phone or tablet. The website can be browsed for technical data sheets and apps in the ‘Architect’s zone’



on the go, while doing a job using Tytan products. In future, the Polish site will be a template for Tytan websites in other geographies as well as for product websites for other brands in Selena’s portfolio.

*„Right from the beginning Selena recognized the importance of innovation and new technologies. It was one of the key factors that enabled the company reaching the current scope of operations ranging 70 countries worldwide. Our sales grow constantly and Tytan conquers new markets all the time. **Following our strategy, Tytan – apart from Artelit and Spanish Quilosa – is our flagship brand available on majority of our markets.** We are confident that the new, mobile website will be user-friendly and useful to our customers, and in the long run will help boost the image and sales*

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stance of our brand. The Polish website will be model for Tytan sites in other geographies as well as for product sites for other of our major brands” – said Jaroslaw Michniuk, CEO global in the Selena Group.

Selena is working on improving efficiency in key areas of operations, the online presence of the company and its brands being one of them. Currently, new product website was launched for Tytan, the second stage will involve a new corporate website. Online solutions developed for Poland will be gradually implemented in other geographies where Selena brands and organizations are present.

About the Selena Group

Selena Group is a global manufacturer and distributor of construction chemicals. Selena offers a wide range of products for professional contractors and home users – its **key brands are TYTAN, ARTELIT and Spanish QUILOSA.** Selena Group is among the world's three largest manufacturers of PU foam used for door and window fitting. The Group offers range of polyurethane foams, sealants, adhesives, waterproofing products, insulation systems, fixings and complementary products.

The entire Group comprises 30 companies located all over the world, including state of the art manufacturing plants in Poland, Turkey, Spain, South Korea, China, Romania and Brazil.

The global experience gathered from many different markets allows the Selena Group to develop fast. Thanks to that experience Selena becomes an innovative company and is able to create solutions tailored to the needs of the users.

Selena has been distinguished as Forbes's Diamond and a Pearl of the Polish Economy.

Selena FM SA – the parent company – has **been listed on the Warsaw Stock Exchange since 2008.**

[More about the company at www.selena.com](http://www.selena.com)

