

Additional information
is available from:
Krystyna Kulisz
krystyna.kulisz@selena.com

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Selena at TurkeyBuild 2015

Selena Group – global manufacturer and distributor of construction chemistry headquartered in Poland – exhibited at the TurkeyBuild Istanbul tradeshow from April 21 to 25. At the 38th edition of the show Selena presented the new concept for the brand Polyfix, among others. The Group also brought its offering for sustainable building closer to the Turkish users.

The Selena Group was present at the TurkeyBuild show for the second time in a row. In 2014 the Group exhibited in three different towns: Istanbul, Ankara and Izmir. This year in Istanbul, Selena Turkey's booth showcased products



for sustainable and energy efficient building, such as the foamed polystyrene adhesive **Styro 753** and the polyurethane-based bricklaying **Thin Bed Mortar**. Selena also brought closer to the users its **fire-retardant polyurethane foam B1** and its international bestselling line of mounting adhesives. Apart from TYTAN products, Selena also

presented the new designs for Polyfix. The new image of the brand emphasizes close relation between the Turkish label Selena took over in 2008 and the Group's global flagship brand TYTAN Professional.

*„For some time now we have been observing dynamic growth in the construction market in Turkey – the building sector is among the crucial industries in the local economy, which leads to a **growing demand for our products**. This makes it easier for us to **boost our stance in the local market and reach out to further customers with our offering**. Selena products are gaining applaud in Turkey, and our local company is recording better and better results. Selena's*

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offer in Turkey is based mostly on Polyfix, TYTAN and Hauser labels. The trade show we just took part in was a very good opportunity to showcase our product portfolio and forge new business relations in the Turkish market” – said Jarosław Michniuk Selena CEO.

TurkeyBuild Istanbul trade show is one of **the five most important trade shows in the construction industry**. For 38 years now it has been drawing **exhibitors and visitors alike from**

the whole world. Apart from Turkish participants, exhibitors also come from the **Middle-East, Northern Africa, the Balkans and the Commonwealth of Independent States**. This year’s edition took place in an enlarged venue which now counts 100k m².

The Selena Group started operations in the Turkish market in 2008 when it took over 85% shares in Polyfoam Yalitim Sanayi ve Tic Ltd., a local manufacturer of polyurethane foam used for mounting windows and doors. The Group’s Turkish production plant is located in Bolu and the product offering comprises mostly: TYTAN, Polyfix and Hauser brands. Selena offers the local customers a wide array of construction chemistry including adhesives, sealants and polyurethane foams addressed both to professional contractors and home users. From Turkey Selena operates its exports to the Arabian Peninsula, among others, and participates in trade events there, e.g. in Dubai.



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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 a range of polyurethane foams, sealants, adhesives, waterproofing products, insulation systems, fixings and complementary products.

The entire Group comprises 30 companies in 17 countries worldwide, 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 carrying out its new mission statement „Together we deliver better building performance”.

Selena has won numerous honours and accolades. The company received the Economic Award of the President of the Republic of Poland for its Durable Success, and the Teraz Polska award for its Foreign Investment in China.

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

More information about the company www.selena.com

