

Additional information
is available from:
Auke Dijkstra,
Auke.dijkstra@selena.com,
Tel. + xxx xxx xxxx

For immediate release 17.03

Ponta Grossa, 18 March 2014

Selena at the Feicon Batimat trade fair

Selena Group – global manufacturer and distributor of construction chemistry – is exhibiting at the international construction trade fair Feicon Batimat in São Paulo, Brazil from 18 – 22 March. At the show, Selena Sulamericana will present the new Selena Group product offering for the Brazilian market.

Feicon Batimat is the most important construction trade show in Latin America. At the fair, along with the **complete line of sealants, adhesives and PU foams under TYTAN Professional label** – the Group's flagship brand, Selena will exhibit main product novelties from the Brazilian offer for 2014. The window & door gun PU foam presented at the show will be first product of its kind available in the local market, with low post-expansion and highest yield on the market. Other product novelties to be presented include: waterproof filler Liteplast and Sintesel Madeira sealant designed for three types of wood. All TYTAN products will be exhibited in new and graphically-enhanced designs that bring out the application of the products even more.



In addition, during the Feicon Batimat trade fair, Selena Sulamericana will also **debut new website for its star brand** – available at www.TYTANpro.com.br – and perform live several *how-to* demonstrations of individual products – including the product novelties.

„Selena has been present in Brazil for ten years. In 2013 we recorded significant increase in sales in both Americas, and we mean to maintain this trend through continual expansion of our product offering by products that address the needs of local users. Event of such scale as Feicon Batimat gives us the perfect opportunity to showcase the innovative products available under TYTAN Professional label and other useful tools we offer to our customers, such as

Additional information
is available from:
Auke Dijkstra,
Auke.dijkstra@selena.com,
Tel. + xxx xxx xxxx

*the new website www.TYTANpro.com.br. In this way, we enact our new mission "Together we deliver better building performance". We carry out this mission by responding to the needs of our customers in the best possible way, therefore we are confident this will boost our competitive stance in the Brazilian market" – said **Jarosław Michniuk**, Selena CEO global.*

<p>Nova PRODOTO Adesivo Classic Fix³</p>  <p>Adesivo de montagem transparente, extra forte e com agarre inicial rápido.</p> <ul style="list-style-type: none"> ▶ Forma uma conexão invisível ▶ Ótima adesão à maioria dos materiais de construção ▶ Colagem forte, durável e permanentemente flexível ▶ Resistente à umidade 	<p>Nova PRODOTO Espuma Portas e Janelas</p>  <p>Espuma Expansiva de Poliuretano de baixa expansão, ideal para a instalação de portas e janelas.</p> <ul style="list-style-type: none"> ▶ Maior rendimento do mercado 55 litros. – Instala mais portas e janelas. ▶ Expansão Controlada - Não força perfis de portas e janelas. ▶ Curto tempo de corte – Mais agilidade no trabalho ▶ Baixa expansão – Menos desperdício. 	<p>Nova PRODOTO Multimassa Liteplast</p>  <p>Massa acrílica leve especialmente indicada para correções de fendas, rachaduras e buracos em superfícies porosas.</p> <ul style="list-style-type: none"> ▶ Fácil de aplicar ▶ Pode ser pintado, lixado e envernizado. ▶ Não retrai nem racha ▶ Excelente acabamento 	<p>Nova PRODOTO Selante Sintesel Madeira</p>  <p>Selante sintético indicado para a vedação de juntas entre peças de madeira, ou madeira com alvenaria.</p> <ul style="list-style-type: none"> ▶ Disponível em 3 cores: Pinho, Carvalho e Cerejeira ▶ Pode ser pintado e envernizado. ▶ Clássico e fácil de limpar ▶ Contém antifungo e antimofa
--	---	---	--

Feicon Batimat is the most important construction trade show in Latin America. Organizers expect about 130 thousand visitors for this year's 20th edition. **Selena welcomes all visitors in sector B, booth no 231.**

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)