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## Selena named the Company of 2013 in Russia

Selena was named the Russian Company of the year 2013. Selena Vostok – the Russian subsidiary of the Selena Group, global manufacturer and distributor of construction chemistry – was also distinguished as the Socially Responsible Company. Both the recognitions came from the Russian Entrepreneurship Foundation which promotes the business spirit by awarding companies for their contribution to promoting management culture, upgrade of production processes and development of modern manufacturing technologies.

Selena was recognised as the **Company of the year 2013** for its financial growth as well as for launching a number of innovative products on the Russian market over a period of time. In particular, the judging panel noted such products as the STYRO 753 polyurethane-based adhesive, TYTAN Low Expansion winter foam and transparent mounting adhesives. Selena Vostok was also recognised as the **Socially Responsible Company** for the financial support provided over the last two years towards repair and renovation of several educational facilities, including a boarding school for disabled children in Bezhetsk.



Selena has been present in Russia since 2007 and the country is one of the Group's most important markets. For several consecutive years the company has been recording significant increases in the Eastern Europe and Central Asia region – including Russia, Ukraine and Kazakhstan.

*„The title Russian Company of the year is given to businesses and products of premium quality. Selena's*

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*presence in Russia – which is an essential market to our global strategy – is vital to Selena’s overall strategy of growth. We have been in Russia since 2007 and we grow our sales each year. Extending our operations is very important to us but we do not forget our surroundings. We are all the more pleased that Selena’s activity – both in the business and social dimension – was noticed and recognized in this crucial market” – Jarosław Michniuk, Selena CEO.*

**Constant extending of the product offering by new products under the flagship label Tytan Professional, and reaching new distribution channels are the key highlights of Selena’s strategy for emerging markets – such as Russia where the Selena Group is represented by Selena Vostok. Russian Selena offers polyurethane foams, sealants and adhesives under the labels Tytan Professional and Artelit, among others.**

## 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)

