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“The synergy of a strong team and a unique product leads to victory”

Roman Owczarek, Director of Business Unit ETICS & Construction Chemicals

Selena Group, one of the world's leading manufacturers and distributors of construction chemicals, bets on rapid development of its ECC division headed by Roman Owczarek. He will be responsible for the BU ECC's strategy and the product line for the ETICS insulation area.

Roman Owczarek has extensive experience in creating strategies and developing products in the construction chemicals sector. His know-how and experience gathered to date, at both Polish and foreign-owned companies, coupled with the spirit of an athlete, are bound to lead to developing an innovative product and a coherent team. The synergy of these factors can take the company to multiple successes on the international stage.



“I’m a sportsman and I enjoy winning. I practiced track and road cycling for more than 10 years, specialising in the former discipline (I won 16 medals, including 5 golds, in Polish Championships, and took the 4th, 5th and 7th place in World Championships). Both in sports and in professional life, talent, hard work and persistence are the keys to success. There is no other way to get to the podium. However, in both cases, you need the support of your team and its leader. It’s only with a well-tuned and coherent team than you can strongly move forward. As regards Selena, its great opportunity is to go and win on the international front. Big wins are possible only where you compete with big names, recognised players with their traditions and experience. More often than not, such companies underestimate the potential of young, innovative brands and are convinced of their own

greatness. For this reason, it’s important not to have complexes, either in sports or in business. I’ve never



been afraid of winning. Confidence and a drive for success are the factors that make things happen. Understandably, you need a proper backing: people and products”.

Roman Owczarek has been involved in the construction chemicals sector for more than 20 years. He worked at such companies such as Mapei Polska sp. z o.o or Atlas sp. z o.o. At Mapei, he was responsible for product and sales strategy in the Polish market. At Atlas, he was Sales Director, and his duties included supporting and developing the sales force in the traditional and investment markets. In addition, he created the Products and Training Division and its connected product system strategies for ceramics, insulation, gypsum products and paints. He was also coordinator of Atlas Group and implemented good practices at other companies of the Group.

One of the areas that Roman Owczarek would like to strengthen in Selena Group is modern systems related to ecological and cost-effective construction. This will make it possible to tap into Poland’s innovative potential on the back of Selena’s own products and advanced technologies developed in its R&D laboratories.

*“At present, a strong emphasis is placed on the search for solutions in energy efficient construction. This is one of the biggest growth opportunities. Selena can leverage its potential in the area of polyurethane foams and foam adhesives, which work perfectly in difficult weather conditions – they retain their quality and all properties despite high temperature fluctuations. Such products and solutions create the competitive edge that each company is striving for, but first of all they build trust among individual customers and contractors that they can get high quality at a reasonable price. Recommendations from experts and end users’ satisfaction with the results achieved – this is our main goal” – concludes **Roman Owczarek, the new BU ECC Director of Selena Group.***

Additional information:

Selena Group is a global manufacturer and distributor of construction chemicals and one of the third largest producers of polyurethane foam in the world. The Group’s product range includes foams, sealants, adhesives, waterproofing products, insulation systems, fastenings and complementary products. The Group comprises 30 companies in 17 countries. The Group’s manufacturing plants are located in Poland, Brazil, South Korea, China, Romania, Turkey, Spain and Kazakhstan. With its international experience gained in diverse markets, Selena Group can grow fast as an innovative company that develops new solutions adapted to users’ needs. Selena Group received multiple awards in the most prestigious rankings. The company was recognised by the President of Poland Bronislaw Komorowski in the category “Sustainable Success” of the Polish President’s Economic Awards competition and received the accolade of “Teraz Polska” in the category “Foreign Investment”. The highest quality of the Selena Group products and their modernity are recognized by partners and customers in 70 countries. Group brand portfolio opens up such top brands as: Titanium, Quilosa, Artelite or Matisol. In April 2008, the shares of Selena FM SA, the Group’s holding entity, became admitted to trading on Warsaw Stock Exchange.





Press release

To find out more about the company go to www.selena.com

