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► INTERNATIONAL

MÄDER intensifies its international deployment

A new factory in India

MÄDER sets up a new production facility in Shrirampur, in a partnership with Bhimrajka, an Indian industrial group which manufactures basic mixtures for the plastics industry.

A spacious and modern factory, with a production area, two storage warehouses, offices and a quality control and R&D laboratory, will be definitively operational this year.

The equipment installed will be able to produce more than a hundred tonnes every month, destined to meet the needs of sectors including railways, automobile plastics, general industry and speciality applications (notably cosmetics) and composites.



his new facility is a major advantage. MÄDER clients who are currently supplied from Europe will have access to the same quality products, but without the transport and importation costs.

They will also benefit from local technical support with a higher level of responsiveness from the local MÄDER organisation.

A new joint venture with major ambitions for China

MÄDER has entered into a joint venture with Ohashi, its new industrial partner in the Chinese market, taking a shareholding in its Shanghai production facility.

Strengthened by this industrial presence, MÄDER will pursue its development work to meet the needs of the railways sector, automobile partners, wind energy and the strong sectors of the Group in general industry and speciality applications.

MÄDER's intention is to bring its expertise and products to China, as well as to Taiwan, South Korea and progressively to the remainder of South East Asia.



MÄDER has the wind in its sails in China

MÄDER recently concluded an agreement with Syntech, which has been its Chinese partner for a number of years and specialises in selling paint to the wind energy market.

Thanks to this agreement, MÄDER becomes a vital player in this fast-growing market, in tune with its ambition of developing high added value products which respect the environment and draw on the Group's historical strengths.



MÄDER intends to double its business within 3 years and hopes that this Asian experience will contribute to strengthening its position in the worldwide wind energy market.

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► INNOVATION

Through the IFMAS project, MÄDER participates in the green revolution

Paint polymer chemistry represents only 1.5% of annual oil consumption. It will therefore be among the first to be penalised by the increasing scarcity of fossil energy and its rising prices. It is vital for industries in this sector to turn to other sources and alternatives to ensure survival over the coming 20 years.

This context means that plant chemistry has become an essential factor. By becoming one of the principal partners in IFMAS, MÄDER strengthens its R & D investment and consolidates its position as a major environmentally-aware manufacturer.

The IFMAS project brings together numerous private and public partners, basic research laboratories and manufacturers from the sector, in order to develop new plant-based resources.



The French Institute for Materials of Agricultural Origin is dedicated to Research and Development in polymers for use in innovative coatings and plant-based plastics, on the basis of plant resources such as cereals and Furfur derivatives.

It will be a formidable accelerator of innovation, allowing MÄDER to create, within a 10-year time span, a new French industry based on materials of agricultural origin.

In parallel with this, a members' club comprised of businesses and other organisations is committed to using and promoting the materials which will be developed and fed into the markets so as to rapidly spread the products through the economy.



The aim of the Group is to eventually represent 20% of plastics such as packaging, vehicle bumpers, car cabins and (of course) paints of plant origin in Europe.

"This is a formidable commitment by the MÄDER Group, which, through the creation of the Institute, is propelled to the cutting edge of tomorrow's technologies".

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► REGULATIONS

The Environment and Mankind at the centre of MÄDER's strategy

In the context of its strategy based on performance and continuous improvement, MÄDER Group is engaged in the development of a culture of anticipation and prevention to guarantee the safety of its facilities, the well-being of its employees and the protection of the environments in which it operates.

Protection of the environment

Confronted by the ecological challenge, MÄDER is doing everything in its power to reduce its environmental impact:

- Respecting current regulations and their known future evolution, MÄDER has for a number of years endeavoured to design products which respect the environment, with lower emissions and containing an increasing number of ecologically-sourced ingredients. A substantial R&D effort is devoted to the replacement of so-called "fossil" materials.
- MÄDER is also improving the quality of its industrial apparatus, particularly through:
 - sorting waste,
 - reducing VOC's (Volatile Organic Compounds),
 - searching for new manufacturing processes which are cleaner and more efficient, in order to reduce raw materials wastage, recycle and encourage energy efficiency.



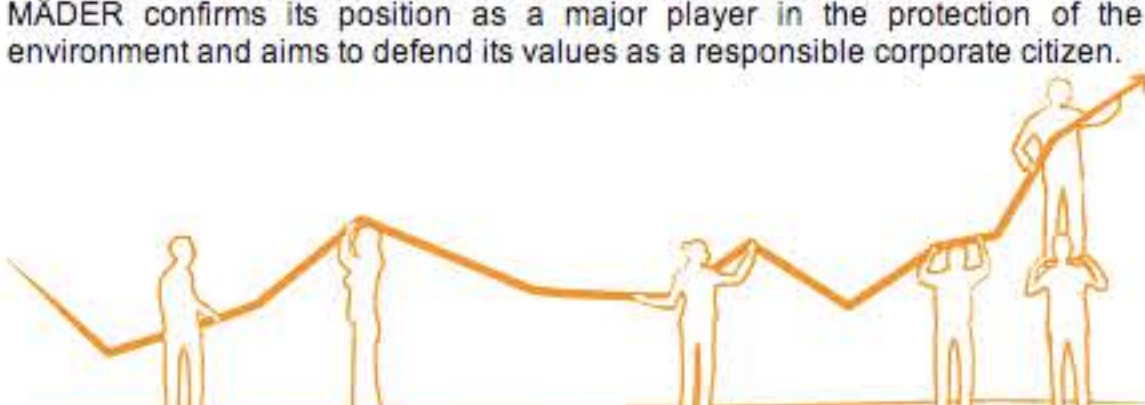
The whole of this approach, based on continuous improvement and the sustainable management of production sites, is supported by ISO 14001 certification. All European and Swiss production sites, 12 in all, have certification.

Risk prevention in matters of Health & Safety

Placing people at the centre of its preoccupations, for several years MÄDER has developed a culture of anticipation and prevention based on OHSAS 18001 (occupational health and safety), with the aim of further improving Health and Safety risk levels for the benefit of its work force, partners, suppliers and clients.

Defined by Group Management, Health & Safety policy obeys the fundamental principles which guide managers in the health and safety field. These principles emphasise risk management, the integration of Health & Safety into managerial practice, the measurement of H & S performance and the sharing of experience.

Through this commitment to performance and continuous improvement, MÄDER confirms its position as a major player in the protection of the environment and aims to defend its values as a responsible corporate citizen.



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► DESIGN BY MÄDER

The Colour & Design laboratory designs for MÄDER clients

Stimulate creativity, multiply suggestions, support inspiration: such are the essential aims of the MÄDER Design Centre, which recently moved to Voisins le Bretonneux in France.

The objectives :

- Create an environment more propitious to innovation and creativity. Our principal guests are our clients' designers from the automobile sector, and stylists looking for novel colours and materials, to develop tomorrow's cars. MÄDER thus supports the development of many new concept cars including Frendzy and Capture for Renault, the Ford Evoos and the Veiv and DS3 racing for PSA, not forgetting the spectacular Lumeneo, of which the exterior is entirely painted in anodised red applied by Numéro Design.
- The centre also develops new colours for production vehicles, including the new Clio and Modus from Renault, the Citroën C3 and DS3, the Peugeot 208 and 3008, the Ford Focus and Fiesta, the Land Rover Evoque and the new Fiat 500L.



The automobile sector is not the only beneficiary !

Other projects are in their early stages, for railway and cosmetic sectors, as well as domestic electrical and decorative products. Creativity in terms of colours and materials is essential in every sector, and MÄDER is developing expertise and significant resources to support its clients.

A materials library, with hundreds of samples of appearance and colour, is being created at Voisins le Bretonneux and is growing in terms of structure and range. The library is the veritable wealth and source of inspiration of the Design Centre.

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► NEWS

CAMI Paint Workshop : a new concept for the point of sale

MÄDER Colors now offers its distributor partners a totally new concept for creating self-service points. Designed on the basis of a study undertaken in numerous points of sale, the CAMI Paint Workshop gathers together all the product ranges from the Paint universe, including paints, surface coatings, varnishes, tools, adhesives, coatings, household cleaning and personal hygiene.

The CAMI Paint Workshop, which is made-to-measure in response to the expectations and constraints of each dealer in materials, approaches paints through colour and materials factors for internal finishes, and through technical performance for external paints.



Equipped with point-of-sale materials for demonstration purposes and a colourist area, this shop-within-a-shop is aimed at experienced DIY enthusiasts and construction craftspeople.

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MÄDER innovates with anti-graffiti UV technology

After developing its hydro railway projects and responding to a number of railway projects, MÄDER maintains its leadership position in the quest for performance, innovation and respect for the environment by registering a patent in anti-graffiti UV technology.



his first production parts are now appearing.

MÄDER affirms its position in this increasingly demanding market through application partners who have also invested in this solution of the future.

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MÄDER at the 2013 European Coating Show in Nuremberg

In collaboration with Omya, our raw materials distributor, MÄDER Resins and Composites Centre presented 2 new products manufactured at Killwangen and Sorgues :

- Plusaqua V 695 : PUR, bi-component, aqueous phase coatings,
- Plusaqua V 483 : PUR and Four alkylde, bi-component, aqueous phase coatings specially dedicated to the railway and cosmetics sectors.



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For 2013, Mäder Group modifies its structure in order to pursue international growth

MÄDER SA becomes a company of a Board of Directors and a Supervisory Board, taking effect in January 2013.

This new form of governance expresses the shareholders' desire to protect the future of the Group and implement a generational change while preserving continuity and continuing the family culture which has contributed to the success of MÄDER.



A Board of Directors has been created under the leadership of Corinne Molina. Previously the Director of the Industrial Paints Unit and a member of the Management Committee for many years.

Other members of the Board are Michael Hintze, a graduate of the University of Cologne, Managing Director, and Matthieu Blanckaert, General Secretary.

Antonio Molina, previously the Chairman of MÄDER SA, becomes Chairman of the Supervisory Board, which is comprised of all Group shareholders (Molina family, BNP Paribas Développement, Nexicap and FSI). Its tasks will be to steer research and development policy for the long term.

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