



Neil Smith, International
Sales Manager, Polyseam*



The new Graft range*

Neil Smith appointed International Sales Manager as Polyseam looks to international markets for continued growth.

- * **Resellers wanted**
- * **Comprehensive product range**

Polyseam, the company behind both the new Graft™ range of sealants and adhesives and also the established Protecta Passive Fire Protection range of products, has announced that Neil Smith has taken on the role of International Sales Manager. His remit is to recruit resellers who may be interested in supporting one or both ranges in key overseas markets.

"Graft has had a great response since we launched it earlier this year and we believe that there is a real opportunity for the range in some of the burgeoning overseas markets. We are particularly interested in exploring the possibilities in Eastern Europe and South Africa. Our fire protection range is already a market leader in Northern Europe which gives us a good platform from which we can develop," said Neil.

The new Graft™ range bears the strap line 'Hardworking products for hard working people', and incorporates a range of adhesives, sealants and fillers to meet the demands of the end user and the widest range of tasks.

Resellers will receive full product training combined with a comprehensive support package designed to help them identify opportunities in their market and understand some of the issues surrounding both the construction and passive fire protection markets.

For more information on the two product ranges visit www.graft.co.uk or www.protecta.co.uk

Background

Based in Huddersfield, Polyseam has been developing and manufacturing sealants and adhesives for the own brand market for 20 years and employs over 30 people. Last year the company introduced a number of new products based around its highly successful ITP technology.

In addition the company is known for Protecta Passive Fire Protection product range, which includes sealants, collars, wraps and boards that help to ensure that both new builds and refurbished properties meet the latest requirements for air, sound and fire insulation. The company is also active in the Northern European market where its passive fire protection products are the market leaders.

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*** High quality jpegs available on request**

For more information on Polyseam and its range of products please contact:

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