



Olando Salina, newly appointed marketing manager at Polyseam*

Polyseam appoints marketing manager as it prepares to extend its product range, invest in its manufacturing capabilities and build on European success.

Polyseam, an established developer and manufacturer of sealants and adhesives has announced the appointment of Olando Salina as the company's marketing manager. He joins the company at an exciting time as it announces plans to develop its own range of premium products and it has also just completed the purchase of land for a new manufacturing facility, close to its existing factory in Huddersfield. The company is also hoping to continue to build on the proven success of its products in the wider Northern European construction and fire protection market.

Kjetil Bogstad, CEO of Polyseam, said; "Polyseam is keen to emulate its strap line of 'intelligent chemistry' and we have a number of new ideas and product enhancements planned for the coming year. The market in Northern Europe has already recognised the value of our products and we are delighted to have just signed a contract to supply the GRAFT range to NESO, one of biggest building contractors in Norway with over 100 members and an average annual turnover of £7 million. The culmination of this planned growth and expansion will be the building of our new production facility, although this is still at the planning stage at the moment."

"This is a new industry for me but I am keen to develop a cohesive marketing programme that will support the exciting products that are being developed and that will help Polyseam increase its market share and gain recognition for what it has already achieved," said Olando Salina. We are looking at a number of different activities to supplement the day to day PR activity including some of the key trade

shows, enhanced online activity and a major television advertising campaign which kicks off in the spring of 2015."

Polyseam is the company behind the GRAFT brand which incorporates a range of premium hard working sealants, adhesives and fillers designed for the both professional builder and DIY exponents. It utilises the company's own IPT (inert polymer technology), a non-reactive, environmentally friendly chemistry compatible with almost any building material. Out-performing conventional silicone, MSP, butyl and acrylic-based products as a high quality sealant, its innovative technology has the unique property of dynamic flexibility and modulus when cured.

Background

Based in Huddersfield, Polyseam has been developing and manufacturing sealants and adhesives for the own brand market for 20 years and employs over 35 people. In 2013 the company introduced a number of new products based around its highly successful IPT technology.

In addition the company is also known for the 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 jpeg available

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

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