

**PLIXXENT – SALES GUIDE**

**YOUR SOURCE  
FOR PLIXXENT INFO**

**PLIXXENT.**  
PURE EXCELLENCE



## **INTRO DISCLAIMER FOR SALES ONLY:**








This brand book aims to give you the information and insight needed to maintain strong customer relations and foster new ones.

As a support tool, it offers an overview of the company, a glimpse into our product approach, and lists many other important resources.

Perhaps most importantly, it serves as direction for how to address these topics directly with the customer.

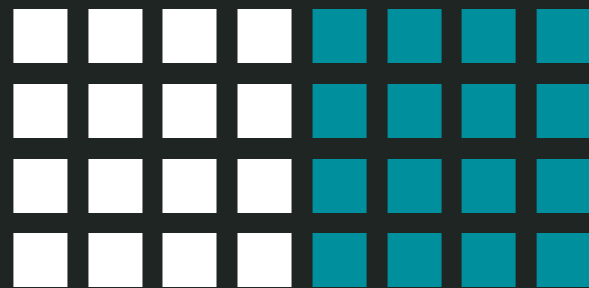
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# 1 INTRODUCTION





# »» WHO IS PLIXXENT?

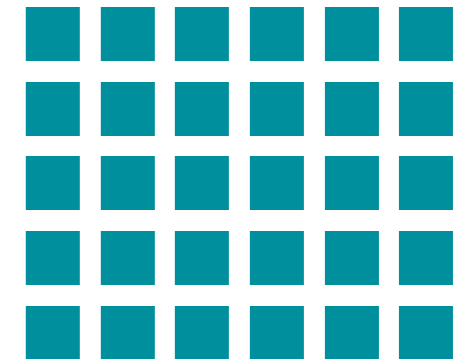
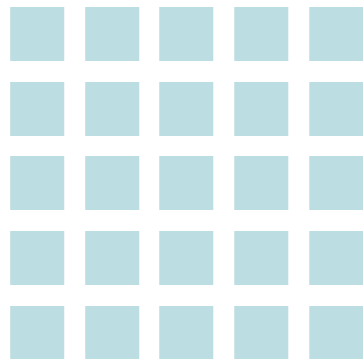


**PLIXXENT.**



The simple answer is that PLIXXENT provides innovative technologies based on polyurethanes.

**BUT OUR ABILITY TO EXCEL  
IS ROOTED FAR DEEPER.**



**PLIXXENT.**



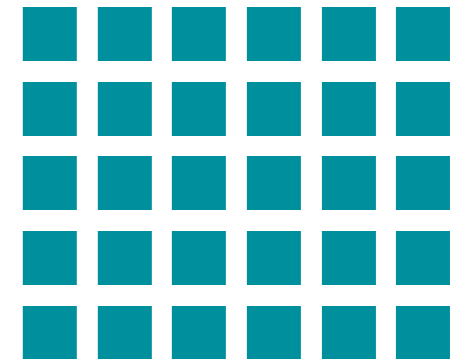
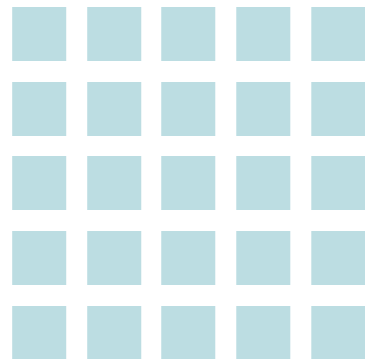
We specialise in both standard and tailor-made systems and accompany customers throughout the entire value chain, from initial consultation to after-sales support, and beyond.

- **We find the best solutions for your success** thanks to our broad PU process and production knowledge, combined with our capacity for innovation.
- **We are your reliable partner;** with a secure feedstock, our independent access to a broad range of suppliers, and excellently-functioning sales and technical service.
- And we underline our reputation for value-adding PU products **through long-standing customer relationships.** Whether new or old partnerships, we understand customer needs and are ideally located to build on these connections.





**THIS IS ALL DRIVEN BY OUR VISION:  
TO IMPROVE INDUSTRIES WORLDWIDE  
WITH THE BEST, SUSTAINABLE  
PU-BASED TECHNOLOGIES.**





# HISTORY





# BETTER TOGETHER



**PLIXXENT.**



Both in customer partnerships, and within our own organisation, we believe in the benefits of synergies and integrated solutions.

**PLIXXENT is the result of four European PU systems houses and a sales office/warehouse in Italy, coming together to form one unit and brand.** Offering all the same reliable solutions and services of each individual house.





## **This means:**

- We have a diverse range of incorporated skills, knowledge, and experience.
- We apply greater flexibility and independence to make us more creative and agile, more adaptable, and continuously reliable.
- And through close cooperation with one other, and our respective customers, we give rise to new synergies and solutions, and create a space for innovation to flourish.

In short, we are a new and improved, highly-qualified partner, for all companies seeking sophisticated, individualised PU-based technologies.





**FOUNDED IN  
2019**

**4** ★★★★★

**DECADES OF  
INDUSTRY  
EXPERIENCE\***

**~250** EMPLOYEES

**~800** CLIENTS

**> 100 KT**  
ANNUAL VOLUME

**> 250 M€**  
ANNUAL TURNOVER

\* PLIXXENT has a 40-year-old heritage, with NL and DK starting as independent systems houses.  
DE started as part of the Büfa company. All locations, including ES, later became part of Bayer and subsequently Covestro.



**PLIXXENT.**

# OUR OFFERING





**QUITE SIMPLY, WE ARE  
YOUR RIGHT CHOICE**



**PLIXXENT.**



## **We take you all the way past the finish line.**

If you so choose, we will accompany you in every step of your production and throughout every phase of your product development.

From the improvement of recipes and the research and formulation of new product solutions to the development of more efficient processes, systems, and delivery cycles, we are equipped with the right tools and accompanying expertise to ensure the most optimised business, for you.

But it doesn't stop there. We also offer a range of partnership services, such as safety services, even going beyond after-sales, to ensure you continue to benefit from an ongoing relationship.







## Including:

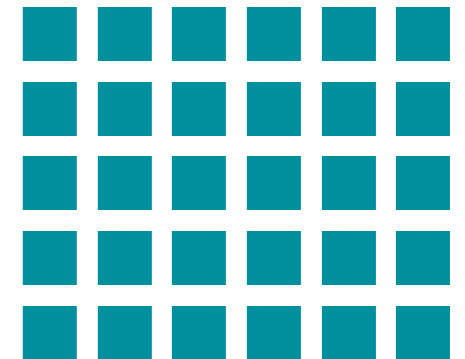
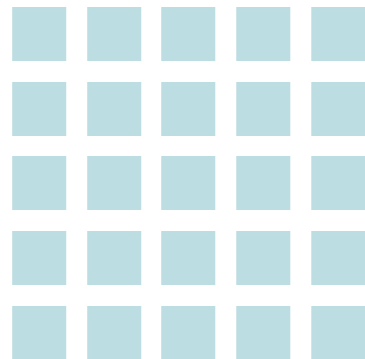
- Proactive system assessment and development
- Product and samples in-house testing
- Production and process simulation for optimization
- On-site technical and sales support
- Laws and regulations monitoring for proactive adherence
- Safety assessment and tutorials
- Data and technical reporting
- Logistics assistance



## The entire range

We cover the entire PU range and develop new applications specifically for your business.

Whether in terms of design, functionality, or both, our PU systems help you meet even the toughest requirements.





## PU Applications:

### Rigid foamed

- Panels and boards
- Appliances
- Spray foam
- Pipes
- Water heaters
- Automotive exterior parts

### Flexible foamed

- Pillows and mattresses
- Cushions
- Seating
- Moulded parts

### Flexible compact

- Footwear
- Mats
- Wind blade components
- Automotive interior parts

### Rigid compact

- Electrical encapsulation
- Ventilation & filters
- Window profiles
- Chair shells
- Sports equipment

**And more**





## **WE SPECIALISE IN YOU**

**And even if we don't already represent your industry or field of application, we are still the right choice.**

In close contact with you, we take the most advanced raw materials and develop solutions to meet your needs, precisely.

Based on our experience and expertise, such cooperation follows established, efficient processes and protocols. This allows us to ensure that your custom solutions are the right ones.





Our research and development team look forward to helping you shape the industry.

## LET'S TALK



**CONSTRUCTION**



**APPLIANCES**



**TRANSPORTATION**



**FURNITURE AND DECORATION**



**ENERGY**



**SPORT AND LEISURE**



**FOOTWEAR**



**OTHER INDUSTRIES/APPLICATIONS**



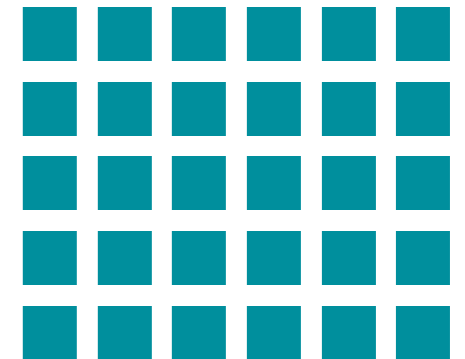
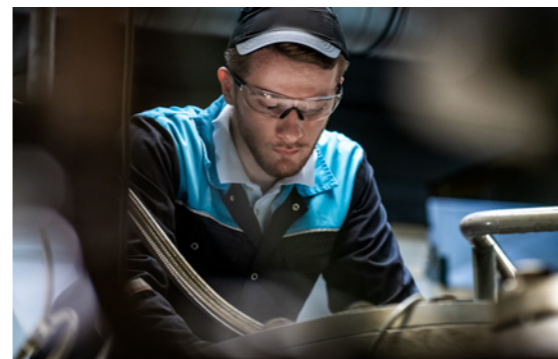
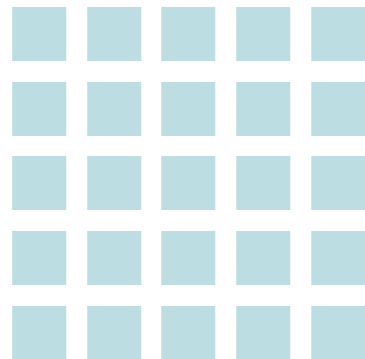
**AUTOMOTIVE**





## Safety and sustainability

Safety and sustainability are highly important topics in our industry. Until further notice, these are our official statements on the matter:



## **»» Safety:**

Your health and safety is our highest priority. They are the basis for every action we take in terms of plant safety, occupational safety, and hazard prevention.

On top of that, we offer comprehensive training and assessment sessions to train our customers in focusing on safety anywhere our products go.





## Sustainability:

The development of sustainable products is an integral part of our vision. Sustainability governs everything we do and we strive to improve in every area. This includes raw materials, production and processing, as well as the application and recycling of our products.

Improving the end-of-life phase of our products is one of our main goals. PLIXXENT is part of RePURpose, an ambitious project that focuses on the reuse and recycling of polyurethanes. The aim is to develop economically viable solutions to return old PU to its chemical starting point, and make it fully recyclable.







## The sustainability of PU itself:

With their light weight and low thermal conductivity, PU products vastly improve both insulation and fuel efficiency in various different applications, keeping energy consumption at a minimum.

- Buildings, the biggest source of CO<sub>2</sub> emissions.
- Cars, lorries and other vehicles
- District heating
- Food transport containers
- Fridges and freezers
- Boilers
- Commercial appliances
- Renewable energies



# 4 LOCATIONS





## Right where we're needed

Our fully-equipped production sites mean your supplies are always available. And our logistics experts ensure that the required components always reach your production site safely and on-time.



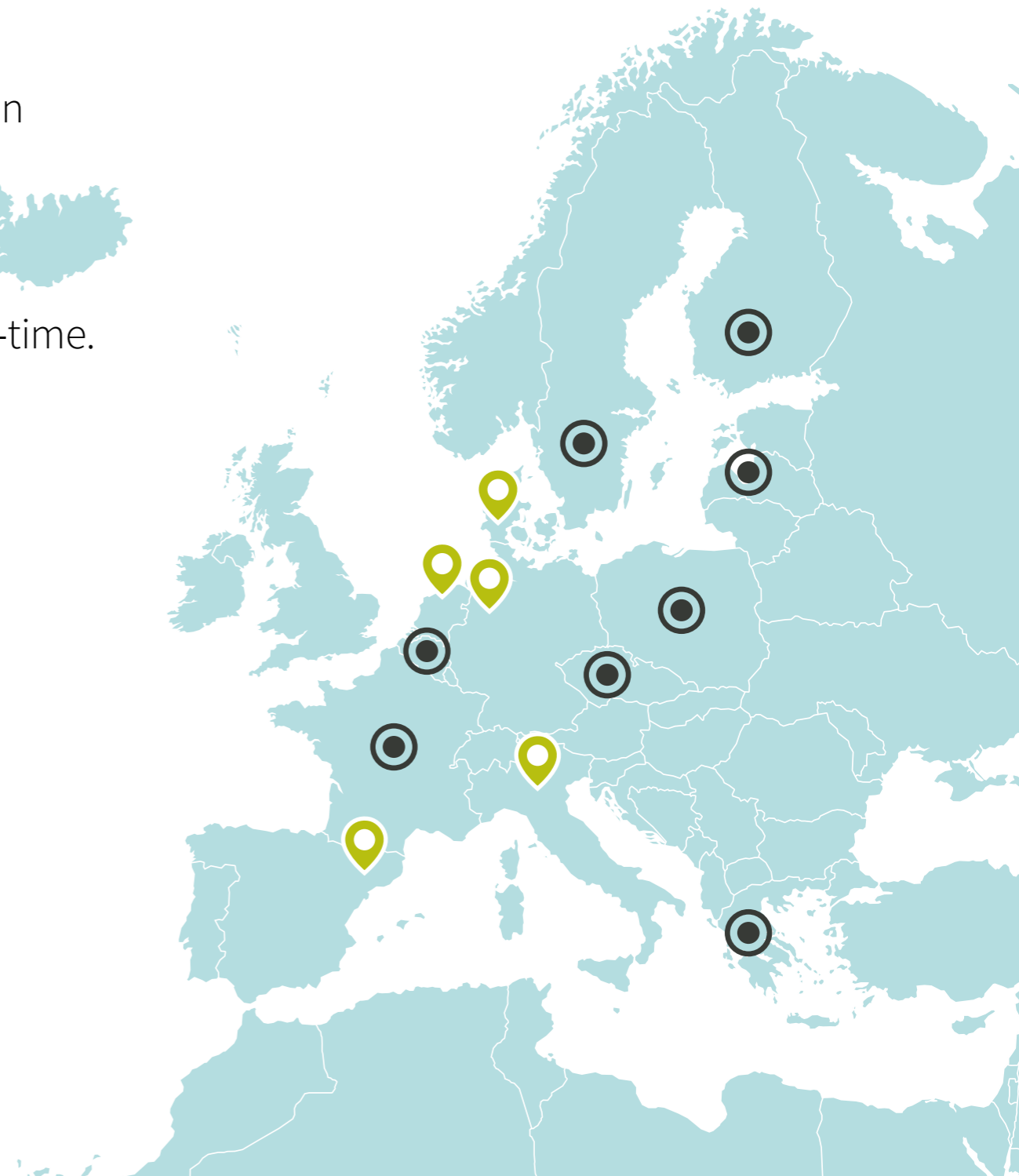
### Systems houses

- Denmark: Otterup/Randers
- Germany: Oldenburg
- The Netherlands: Foxhol
- Spain: Tarragona
- Italy: Dalmine (warehouse and sales)



### Sales locations

Latvia, Czech republic, Poland, Finland, Sweden, Greece, Belgium, France

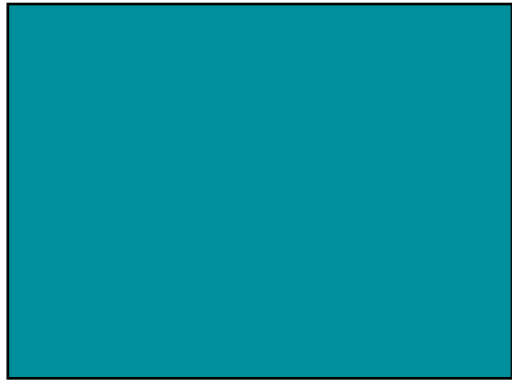


# 5 MARKETING MATERIAL

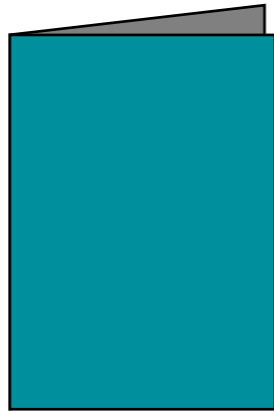




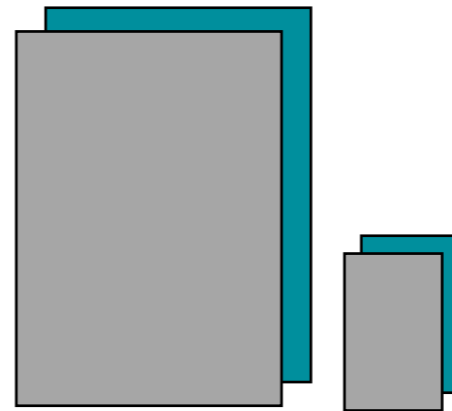
## Overview of available materials



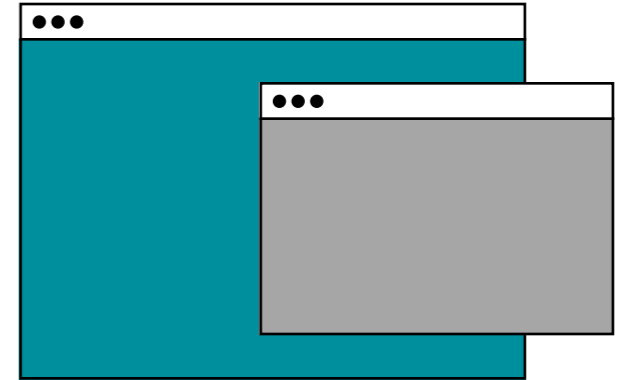
Company Presentation



Company Flyer



Templates – Business Stationary



Website (with landing pages)

# CONTACT





## What are your needs?

### **LET'S SOLVE THEM TOGETHER.**

To learn more about our existing system solutions, industry applications, products and more, visit PLIXXENT online at [www.plixsent.com](http://www.plixsent.com)

#### **Further contacts:**

- Denmark, Tel. +45 63 939 393
- Germany, Tel +49 441 680 992 01
- Italy, Tel +39 03 562 242 24
- The Netherlands, Tel +31 59 831 79 11
- Spain, Tel [+34 977 358 100](tel:+34977358100)



# FAQS/ REFERENCE





## REGARDING PLIXXENT

### What is PLIXXENT, exactly?

PLIXXENT is the result of four European PU systems houses and a sales office coming together to form one unit and brand. Now, we are one unit and brand – a new, highly-qualified partner for all companies seeking individual PU-based technologies for demanding applications. We specialise in tailor-made solutions that we develop individually, in dialogue with our customers – service-oriented, reliable and hands-on.

### What does the name PLIXXENT symbolise?

The beauty of this name is that it is completely free of predetermined meaning. It is powerful, confident, catchy, and evokes all the right associations. Flexibility? Excellence? Agility? Interpret it as you see fit. We are convinced that you will soon associate the PLIXXENT brand with excellent products and collaboration based on partnership.

### Who is the owner of PLIXXENT?

PLX is a 100% subsidiary of H.I.G. Europe. H.I.G. is a leading global private equity firm with a long-standing focus on small and mid-size businesses, with a deep understanding and appreciation of the unique challenges and opportunities that such businesses present.

## REGARDING COVESTRO

### Why did Covestro sell the assets that now comprise PLIXXENT?

The unique expertise and customer base of the four systems houses no longer aligned with Covestro's long-term strategy. With the merger into PLIXXENT, we now focus even more purposefully and passionately on customers who process small to medium quantities of PU and are interested in highly-specialised solutions for their product development.

### What is Covestro's role in PLIXXENT after the carve-out

PLIXXENT is completely independent and does not maintain any direct corporate connections to Covestro. However, we remain in close business contact. Although we are flexible in sourcing raw materials, Covestro remains our most important supplier.

## REGARDING THE CHANGE PROCESS

### As an existing customer, what do I have to do or pay attention to?

We will notify you about the changes regarding name and contact information. Everything else takes place between Covestro and PLIXXENT, and further actions from your side are unnecessary at this point. Of course, we will keep you up to date on everything that may concern you, further down the road.

### A change process is always resource intensive. What is the timeline?

On the company side the change process has already been completed. Once the last door sign has been replaced, we will begin developing even better products and services for our customers. In the coming months, we will also be launching our own product range.



## REGARDING EXISTING CUSTOMER RELATIONSHIPS

### I rely on Covestro material. Will I continue to be supplied?

Yes, that is a certainty. PLIXXENT is one of Covestro's largest customers and we maintain a strong relationship. There is a supply agreement in place securing the feedstock of raw materials.

### Can PLIXXENT guarantee the same product quality as Covestro?

Of course, because Covestro remains our most important supplier. Since we are flexible in the selection of our suppliers, we can even surpass this quality. Depending on the application or manufacturing process, other raw material may be better suited to your requirements. In such cases we always offer the best solution.

### What will change for me as a previous Covestro customer?

Everything remains the same, but many things are improving. Every former Covestro customer will continue to receive the same products and services and will be managed by the same teams. Existing contracts will continue to exist and will be transferred to PLIXXENT without any changes.

## REGARDING NEW CUSTOMERS

### As a new customer, does this merger offer any benefit?

Absolutely. Until now, our profile, as well as the market segment we serve, has been underrepresented in the industry. Now all four former Covestro locations, which used to focus on their respective customer bases, are combining their unique expertise into PLIXXENT. This benefits all customers, whether new or existing.

### Why should I choose PLIXXENT?

PLIXXENT combines the know-how and security of a multinational corporation with the agility and partnership of a medium-sized company. We serve local customers with a high demand for special solutions and technical advice who tend to process small to medium-sized quantities of PU. This is a unique and highly-beneficial combination in the industry.

### As a new customer, how do we begin finding my ideal solution together?

That depends entirely on your needs or your individual challenge. In any case, you should contact us directly. Our experienced consultants can immediately assess which approach is right for you. From the first meeting, we will accompany you all the way to the successful implementation of our solution in your production process – and beyond.

