

## ROWASOL is colouring up India

Pinneberg/Germany, August 13th, 2015 - India is the world's largest democracy and is also one of the BRICS states (together with Brazil, Russia, China, and South Africa). These newly industrialised countries are distinguished by their extremely fast-growing economies, remaining untouched by the global financial crisis. ROWASOL is now able to supply this huge market on the national scale and thus expand its market presence in Asia.



This is made possible by its partnership with the Indian distributor Jayvee Organics & Polymers PVT. LTD. Jayvee Organics distributes a large portfolio of polymer additives, compounds, and TPEs. ROWASOL will supply the company with liquid colours for a range of applications, particularly extrusion and injection moulding. Distribution covers the entire Indian market, one of the most exciting growth markets worldwide. ROWASOL is looking forward to collaborating with Jayvee Organics and to supplying its products nationwide to this huge market.

The cooperation also emphasizes the international orientation of the entire ROWA GROUP, which has maintained contacts to Jayvee for many years. For example, TRAMACO has been working successfully and reliably with the company since 2003. Jayvee Organics is the sole distributor of TRAMACO foaming agents in India.

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**Text approved - Specimen copy requested**

**About ROWASOL:**

ROWASOL, founded in 2004, is a specialist for high-end colour and additive dispersions, customer specific liquid colours and additive concentrates. ROWASOL's product portfolio is supplemented by a mixing and dosing system, adjusted to fast and clean changes of colours, for injection moulding, extrusion and special applications. These innovative technical solutions enable more efficient and thus more cost effective production processes. Our focus here is on the plastics processing industries.

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