

## ROMIRA: Mário Coelho Quimica appointed as Market Development Partner in Portugal

Pinneberg/Germany, September 22nd, 2015 - On July, 1<sup>st</sup> 2015, ROMIRA appointed Mário Coelho Quimica as the Market Development Partner for Portugal. Founded in 1972 by Mr. Mário Coelho, Mário Coelho Quimica is today one of the main family owned distribution companies in Portugal for the plastic and rubber market and part of the MC Group. Situated in Porto, the MC Group serves the Portuguese and Spanish market with 48 dedicated employees and offers an excellent infrastructure for customers and principles.

“The Portuguese, as the Spanish plastic industries, have suffered a lot in past few years from the crisis but in the recent months both markets are showing strong signs of resilience. Therefore, after more than 10 years of loose cooperation with the MC Group, a point was reached to bring the relationship of MC and ROMIRA to the next level” Stig Lindström, General Manager of ROMIRA explains the decision. “With deep knowledge of our product portfolio, the excellent expertise of the Portuguese plastic market and its dedicated and well trained sales team the Mário Coelho Group is the perfect partner for our growth plans in Portugal” he further underlines. Pedro Aires, General Manager of MC Plastic Division adds: “This is the right step for the MC Group as the products of ROMIRA will complete our portfolio and the ability of ROMIRA to react fast and to offer individual tailored products for several sectors and applications fits perfectly into our dynamic market approach and our focus on superior customer service”.



Mário Coelho (left) and Pedro Aires are supporting ROMIRA on the Iberian market

ROWA GROUP Holding GmbH

Intense product training for the sales team of Mário Coehlo is planned to happen within the next weeks on ROMIRAs site in Pinneberg, Germany.

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Text approved - Specimen copy requested

#### **About the ROMIRA GmbH:**

The ROMIRA GmbH was founded in 1990 and is an affiliated partner within the ROWA GROUP. As part of this strong combine, we set standards for technical plastics with our profound competence and synergetic know-how.

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