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## DC DruckChemie strengthens its involvement in South America

Frankfurt, Germany, August 18, 2010 – “ExpoPrint Latin America 2010,” the most important trade show for the printing industry in South America, recently came to a close in São Paulo, Brazil. This year, DC DruckChemie was also represented there by its Brazilian subsidiary “DruckChemie Brasil” with an 80-square-meter booth. There, the company presented its environmentally friendly fountain solutions, cleaning products and aids for the printing industry to the more than 35,000 printing professionals in attendance. The industry’s sustained interest in the company’s “green” products confirmed that DC DruckChemie is on the right track with its plans to continue to expand its involvement in South America.



*Brazil is becoming “greener”: DC DruckChemie at “ExpoPrint Latin America 2010.” With over 220 exhibitors and 35,000 attendees, this is the largest trade show for the printing industry in South America.*

“In South America, DC DruckChemie is one of the pioneers in the area of environmentally friendly printing,” reported Franklin Eduardo Rodrigues, general manager of DruckChemie Brasil. “Customers particularly appreciate our highly capable support as they seek to optimize their printing processes from an ecological perspective. This year’s ExpoPrint attendees showed a correspondingly strong interest in our economic and environmentally friendly solutions. Within DC DruckChemie’s portfolio of offerings, this includes such products as the AlkoGreen solutions, which are free of alcohol and VOCs, and the GreenSeries fountain solutions.”

Bernd Wagner, chief commercial officer (CCO) for the DC DruckChemie holding company in Frankfurt, Germany, expects positive results from the expansion of the group's export activities: "DC DruckChemie has already been represented on the South American continent for the past 12 years by its subsidiary DruckChemie Brasil and in Central America by its own representative office in Mexico. The high standards that we set with our innovative products in Europe match the rapidly growing demand for environmentally friendly printing technologies in South and Central America. For this reason, DC DruckChemie will strengthen its activities in these regions further, just as we are currently doing with our strategic launch onto the market in Argentina."

The potential for environmentally friendly printing technologies in the high-growth Brazilian market alone is enormous: According to Abigraf, the Brazilian association for the graphics industry, this sector includes about 21,000 printing companies in Brazil with a total of 275,000 employees. In the past year, sales in this industry reached the equivalent of over 10 billion euros (23.02 billion R\$). This means that Brazilian printing companies account for 1.5 percent of the country's gross national product.

#### **About DC DruckChemie**

With headquarters in Frankfurt, Germany, DC DruckChemie is a leading service provider to the printing industry. The company provides the printing and publishing industry with specialty chemicals, consumables and services such as on-site inventory management and waste collection. DC DruckChemie regularly delivers supplies to more than 6,000 customers, leading to more than 100,000 customer contacts per year.

The DC DruckChemie group operates across ten European countries and Brazil. A market leader in France and Germany, the group generates sales in over 50 countries and manages in excess of 4,000 products, ranging from commodity-like products (such as cleaning and care products) to technically advanced products (e.g. fountain solutions, silicones and printing blankets) and services (e.g. waste collection). DC DruckChemie operates out of 24 sales outlets with a total of 280 employees.

As a certified waste-management company, DC DruckChemie takes over responsibility for proper recycling of the chemical products after use, as part of the voluntary program for acceptance of returned goods. The company gives top priority to the development of "green" and environmentally compatible products and to the development of new services and solutions for its customers and to ensuring responsible management of chemical substances.

Further information about DC DruckChemie is available at [www.druckchemie.com](http://www.druckchemie.com)

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