

## Project of the Month



### Palruf Cover for Steel Manufacturing Plant Spain



Palruf sheets are gradually replacing corroded metal sheets on the roof at the Acerinox plant in Los Barrios, Algeciras, Spain. Headquartered in Madrid, Acerinox is a multi-national producer of stainless steel with additional production plants in the United States, South Africa and Malaysia. Palruf was chosen for its ability to withstand the chemicals that are part of the steel manufacturing process. The existing metal roof corrodes easily and has to be replaced every 2 to 3 years.

#### Palram's marketing strategy

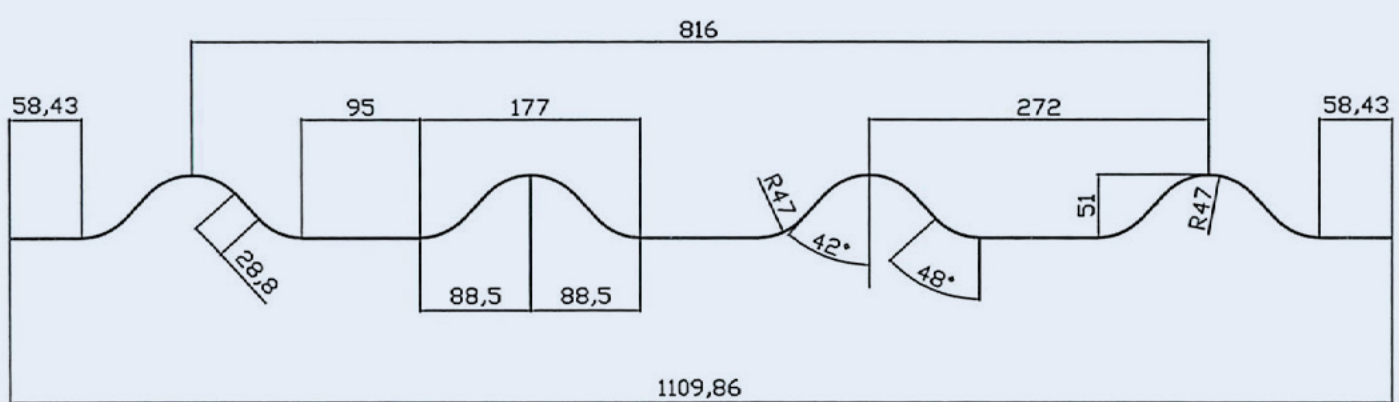
Palram ventured together with a Spanish distributor, PalPlastic, on a marketing campaign focusing on Palruf for industrial applications. Palram first conducted seminars to the distributor's sales managers to educate them about the benefits of Palruf. In parallel we produced a Spanish version of the Palruf Projects booklet. Finally, our distributor organized over 60 meetings with large industrial companies and planners of industrial buildings, where Palram highlighted the benefits of Palruf.

#### How did Palram win the project?

Acerinox was one of the companies we met. The company's purchasing manager identified the benefits of Palruf over metal, specifically its corrosion resistance. In the process, Palram beat competing **Coverlife** composite panels by successfully matching a Palruf profile with the one required by Acerinox. Palram convinced Acerinox to cover one building with Palruf as a pilot project. After a year with the Palruf pilot, the customer was convinced to cover all roofs with Palruf, in all its production facilities in Spain.



The building in the center is covered with Palruf while buildings around it are covered with metal.



#### The details

**Product:** Palruf white opaque 2.0 mm, special profile designed for Acerinox

**Coverage:** 2,300 SQM for initial roof, about 80,000 SQM for the first full project, potentially 180,000 SQM in all Acerinox plants in Spain

**Customer:** **Acerinox**

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