



Ticona. Under the slogan „Create progress. Together!“, Ticona plans to focus on four central themes – People, Power, Safety and Life – in its exhibition at K 2007 in Düsseldorf, Germany. The polymer producer sees itself as being strategically positioned to meet the increasing demand for high-performance plastics in these areas. The company pointed this out at its pre-press conference for K 2007.

Create Progress. Together!

Ticona has set a clear course for progress and growth. “Together with our employees and customers, we have accomplished a great deal in the past, and generated continuous growth in sales over the last three years,” explained Lyndon Cole, President of Ticona. Having achieved sales of USD 915 million in 2006, Ticona is striving to maintain profitable growth in the future as well. That growth will be based not only on innovations and targeted investments but, above all, on the contributions made by its workforce. “With the right people operating in the right markets, we will succeed now and in the future“, added Ticona Vice President Roeland H. Polet.

Close to Markets and Customers

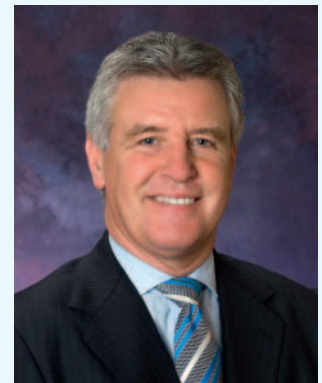
To achieve market leadership in strong growth regions, Ticona has invested in Asia and entered into distribution partnerships in Central and Eastern Europe. The decision to relocate the Kelsterbach plant in Germany to a new site in the Höchst Industrial Park by 2011 (according to a press release of July 27, 2007) is also designed to permit future capacity increases, so enabling the com-

pany to continue pursuing its growth strategy. “The relocation of a major chemical plant in its entirety is an immense challenge for us all. But the concepts we are developing for this task together with our employees are every bit as targeted – and the solutions just as robust – as those we are formulating to address the changing boundary conditions,” emphasized Cole. He is referring here, for example, to increasing globalization, demographic changes, new legislation and regulations, as well as environmental factors.

These changes will, however, also open up new growth potentials for the plastics industry. Ticona has identified what it believes to be the most important growth fields and translated these into the three overarching themes of “Pow-



Roeland H. Polet, Vice President of Ticona: “With the right people operating in the right markets, we will succeed now and in the future.”



Management change: Sandra Beach Lin, new President of Ticona and Vice President of Celanese (left) and her predecessor Lyndon Cole, previous President of Ticona and Vice President of Celanese (right): “Together with our employees and customers, we have generated continuous growth in sales over the last three years.”

er”, “Safety” and “Life” for its open, communicative stand at K 2007. These are complemented by what the company regards as the equally central theme of “People”. “The first area highlights sustainable technologies,” explains Carsten W. Wörner, European Sales Manager at Ticona, in describing the concept of the stand. “This involves achieving higher efficiency in modern passenger vehicles, for example, or handling resources more efficiently, or protecting the environment” (see also the article “PPS Fibers: Air Unloaded” in the August edition of *Kunststoffe international*, page 86). The second thematic area deals with the growth field of “Safety” and the further development of relevant sensor-based systems – in automobiles, for example. The third focuses on how the quality of life can be improved further. According

to Wörner: “This relates to robots in the home, advances in medical technology, and many other applications that are already making daily life much more convenient for the most part today.”

People Are the Key to Success

The fourth area on the K stand is entirely dedicated to the people at Ticona. “Well- educated and highly motivated, they develop new ideas (speed to concept) and implement them rapidly (speed to market) on a worldwide basis,” explained Polet. “In this way, we can successfully develop profitable markets.” In order to achieve this goal, Ticona is consciously adopting new forms of approach to the customer. In specially designed innovation workshops, participating business partners are offered the

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Carsten W. Wörner, European Sales Manager at Ticona: "Sustainable technologies, sensor-based systems, advances in medical technology, and the desire for a better quality of life are offering us new growth potentials."

opportunity to better recognize their company's strengths and make more intensive use of them. "By taking existing corporate competences into account right from the outset in the systematic search for new business ideas, companies can apply their know-how and transfer that expertise to new ideas," explained Tilo Vaahs, Marketing Manager Americas at Ticona.

Along with new customer relations concepts, Ticona also

has a well-established range of proven services in its portfolio. These include, for example, assistance with mold design or with carrying out computer-aided filling simulations and planning runner and gating systems using Moldflow.

Strategy for Asia

"The Asian market is recording double-digit growth rates in some cases," explained Lyndon Cole. "It is our strategy to take control of our own destiny in the region. With an improved product and technical service portfolio at local level, we aim to support the globalization activities and development needs of our customers and capture a substantial share of this growth directly for ourselves. In the coming years, we will build further production plants in the region for our most important products and invest additional resources in the technical and sales sectors and application development."

The main pillar of Ticona's Asian growth strategy will be China: Back in mid-May, Ticona celebrated the groundbreaking ceremony for two

new production plants in Nanjing – one for GUR UHMW-PE and the other for Celstran LFT. Both plants are scheduled to come on stream in 2008. As a result, the company's global capacity for GUR will increase to over 90,000 t/a and capacity for Celstran to more than 35,000 t. In February this year, Ticona announced that the company was working on plans for the rapid construction of local compounding facilities and production plants for Vectra LCP and Hostaform POM within the next three to five years.

In May, Ticona declared its intention of building a customer application development center in Shanghai, also scheduled for completion in 2008. This will become part of a global support network, which includes similar Ticona centers in Kelsterbach, Germany, and Auburn Hills, Michigan, USA. Ticona's strengthened presence in Asia will help win new customers and sales markets. At the same time, existing customers who expand to Asia will be able to continue relying on Ticona for high-quality products and

know-how provided on a local basis. They will also benefit from shorter lead times, greater flexibility and cost advantages. "We want to ensure that we can offer our customers in Asia the comprehensive support we already provide in Europe and North and South America," said Lyndon Cole.



Tilo Vaahs, Marketing Manager Americas at Ticona: "By taking existing corporate competences into account right from the outset in the systematic search for new business ideas, companies can apply their know-how and transfer that expertise to new ideas."

Experts predict that per capita consumption of plastics in Asia will increase to about 24 kg by 2010 (2005: 15 kg; Fig. 1). Although commodity plastics will account for the largest proportion of this, producers of high-quality specialty plastics will also find that involvement in the Asian region pays dividends. Growth in areas such as automotive engineering and drive technology, the packaging industry and a whole host of other consumer and industrial applications is driving demand for engineering polymers in Asia. ■

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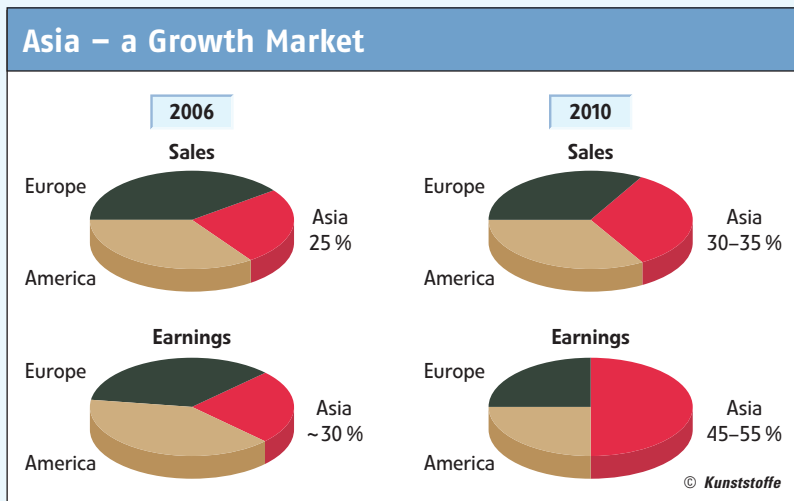


Fig. 1. Ticona expects about 50% of its earnings to come from Asia by 2010