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## **TEXON INTERNATIONAL'S CELLULOSE DIVISION DRIVES FURTHER GROWTH WITH NEW APPOINTMENT**

Tasked with promoting global growth for the cellulose product range, Paolo Civatti has been appointed sales director of Texon International's Cellulose Division. Civatti's remit is to build on Texon International's position as the largest supplier of cellulose board to the footwear market and developing the division's strategy to grow worldwide sales across both footwear and non-footwear markets.

With four cellulose manufacturing facilities in the key regions across the globe, Texon International is ideally positioned to offer customers flexibility and a tailored service wherever shoes are manufactured. In line with the company's strategy to lead by innovation and respond to the changing demands of footwear manufacturers, the cellulose division has recently launched several new products and will continue to work in partnership with customers to develop further new footwear solutions.

Civatti, who has been with the company since 1978, previously held the position of sales director of the Esjot Group, part of Texon International, where he was responsible for growing the organisation following its acquisition. Prior to this, he held sales roles across different areas of the Texon business, including the Cellulose Division. Civatti will continue to head up operations in Italy.

Steven Bracegirdle, CEO, Texon International, says: "I am confident that Paolo's knowledge of and energy for the Texon cellulose offering, together with his passion for innovation and new product development, will significantly strengthen the cellulose business on a global scale and assist in the promotion of markets outside the footwear arena."

Editor's notes:

Texon International is the market leader in delivering high quality, high performance structural component solutions for the global footwear industry, apparel and accessories market and for specialised products in the automotive, hygiene, medical, construction, agrotextile and geotextile sectors. The company is the largest organisation of its kind and the only one to manufacture cellulose, non-woven and metallic solutions for the footwear industry, with production facilities on three continents and selling to more than 90 countries.

Texon International actively promotes the protection of the environment through innovation and conscientious process management as an integral part of its global recycling and sustainability business strategy. It is a leader in eco-friendly technology through conservation, adapting manufacturing processes and recyclability of its products. It uses raw materials that are sustainable and derive from a recycled source, converts and recycles internal waste streams and recycles waste streams upstream in the supply chain.

Texon International is owned by MatlinPatterson, a global investment firm that holds investments in over 25 companies worldwide.