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## Press Release

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### **FILTRONA OPENS ITS DOORS TO CUSTOMERS IN ASIA**

Filtrona Filter Products is opening a new Regional Development Centre in Indonesia to provide customers in Asia with a dedicated resource for developing innovative new filter solutions with a local 'flavour'. The new Development Centre opens in January 2010 and customers will be invited to visit from February 2010 onwards to discuss filter design, see their samples being produced and offer instant feedback.

The new Centre in Indonesia will enable customers in the Asia region to work in closer partnership with Filtrona on a local level. Customers will have access to a team of local Filtrona technical specialists, designers and specialist machines enabling them to develop innovative new filter concepts specifically for the Asian market. The location of the new Regional Development Centre also means that Filtrona will have first-hand knowledge of local market trends, and the flexibility to tailor products according to regional needs.

PT Sreekumar, Managing Director for Filtrona Filter Products added: "The new Centre's position within Asia will make it possible for us to reduce costs for our customers in the region thanks to a reduction in shipping costs. The use of local materials suppliers, shorter shipping times, and the option for customers to visit Filtrona to discuss designs and see their samples being produced in person, will also provide an improved pace of action and enable faster commercialisation of new developments."



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The new Regional Development Centre in Indonesia will have the facilities to produce samples of a wide variety of filter types, as well as being able to design filters and conduct development and factory trials. The Filtrona team based there will also be able to project manage any new developments and co-ordinate activities between Filtrona, its customers and suppliers to ensure a customer-focused, locally-adaptable service for those in the Asia region, all supported by the strength and expertise of Filtrona's global operation and the knowledge base within the Filtrona Technology Centre.

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