



Sales Team  
Arakawa Europe  
1999

Arakawa  
Europe

May 2009

# "Creating Value for our Customers" 10 year Anniversary

In the 1990's there was a vision. A vision to develop a resins business with unparalleled emphasis on customer success and value creation. The aim was to combine raw material availability and technology expertise with market and application knowledge so to benefit the producer, the JV shareholders and especially the customers. Above all we planned to create value – for all of the stakeholders in a new geographical market space.

We reached the pivotal point on the 27th of May 1999 when Arakawa Chemical Industries/Japan and The Dow Chemical Company in Europe celebrated two events. Firstly, the official topping-out ceremony of the newly constructed integrated Arkon\* Waterwhite Hydrocarbon Resins plant in Boehlen/Germany. Secondly, the official start-up of the sales and marketing JV "Arakawa Europe GmbH" in Schwalbach/Germany.



Our vision has kept the JV growing ever since, accelerated by learning to do things faster, better and more efficiently, permanently increasing all the capabilities needed to service the customers. As we look to the future we are growing and adding to our vision.

And here we are – 10 years later, with a significant footprint in the industries we serve, operating as a JV in the same mode since start-up. Thus, we have proved that this model is an excellent vehicle to meet the challenges and changes over time.

Thanks to our shareholders, suppliers, dedicated team members and most importantly our customers, we can look back on 10 successful years of operation and look forward to an exciting future.



\* Trademark of Arakawa

# A look at 10 successful years ...

## Customers · Markets · Applications



*Nordmann, Rassmann, Hamburg has been selling the range of Arkon\* resins in Germany already for four decades. At the beginning we were distributing Arkon\* from Japanese production and for the past 10 years from German production. The outstanding quality standards were seamlessly taken on by the new organisation. We have never found any other product range that has been produced on such high level for such a long period of time. Quality complaints are a foreign word for us. For this achievement and for the 10 year anniversary we would like to express our cordial congratulations.*

Peter Meissler, Nordmann, Rassmann GmbH

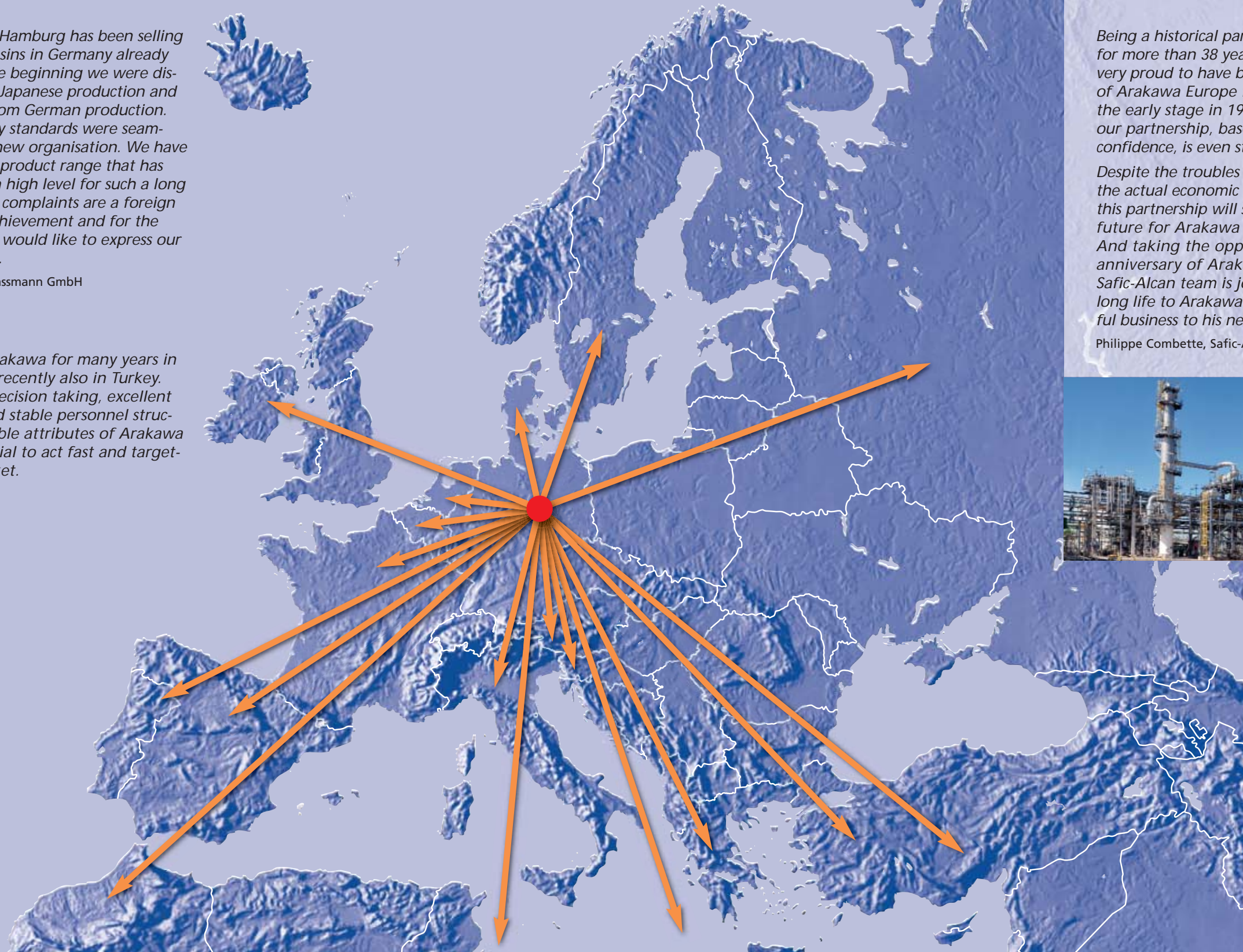
*We have dealt with Arakawa for many years in Switzerland, Italy and recently also in Turkey. We consider the fast decision taking, excellent market knowledge and stable personnel structure as the most valuable attributes of Arakawa Europe. These are crucial to act fast and target-orientated in the market.*

Matthys Dolder, Dolder AG

*Being a historical partner of Arakawa, Japan for more than 38 years, Safic-Alcan has been very proud to have been appointed distributor of Arakawa Europe for France and Spain in the early stage in 1999. And 10 years later, our partnership, based on transparency and confidence, is even stronger.*

*Despite the troubles brought on the market by the actual economic situation, no doubt that this partnership will stay the key to build a nice future for Arakawa Europe and Safic-Alcan. And taking the opportunity of the 10 year anniversary of Arakawa Europe, the entire Safic-Alcan team is joining me to wish a very long life to Arakawa Europe and a very successful business to his new Managing Director.*

Philippe Combette, Safic-Alcan SAS





## Your Contacts

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### Yuichi (Nick) Honoki



*"Arkon\* is my life. Since I joined Arakawa Japan as chemist for developing new formulations with Arkon\*, I have been assigned to the worldwide tackfier business which includes the Arkon\* resins until today."*

Nick joined Arakawa Europe as Marketing Director in March 2007 after having worked for more than 30 years for Arakawa Chemical Industries in Japan and USA.

### Jürgen Mohrhauer



*"I am proud of having had a chance to be part of this exciting business and exceptional team during this period of high growth and challenging developments – congratulations to the first 10 years...!"*

Jürgen was with the shareholder Dow in design engineering, manufacturing and business analysis for 12 years before joining the Hydrocarbon Resins business as Finance Manager in 1999. For the last 5 years he has served as Managing Director for Arakawa Europe GmbH.

### Verena Prokasky



*"It's ambitious and interesting to be part of such a great team and of course to support our distributors and customers all over Europe."*

After completion of apprenticeship at the national daily newspaper Frankfurter Rundschau Verena worked in advertisement department and in Marketing & Sales for 8 years. Since May 2006 Verena has been Sales Assistant at Arakawa Europe.

### Stephen M. Oliver



*"Having been with the company almost since its start and experiencing all stages from the initial market development to the blossoming of today's successful enterprise I am looking forward to the exciting second decade of this company."*

Stephen worked for Unilever, Hercules and Dow in manufacturing, technical and commercial roles and in a variety of businesses. In 1999 he joined Arakawa Europe as Business Development Manager. Later he became Sales Director and now serves as Managing Director.

### Hiroshi Aibe



*"In June 2003, I joined Arakawa Europe as Sales Manager. After my previous assignments in Research & Development, Purchasing and Sales within Arakawa Chemical Industries Japan, I was sent to Germany for a new and very exciting job. I feel married to our Arkon\* resins and will keep doing my best for our highly valued customers."*

### Telja Wolters



*"Working in a cultural diverse team and with many different customers all over Europe is both exciting and challenging."*

After a 3 year apprenticeship at Bayer AG and some years as bi-lingual secretary for Dow Building Solutions Telja joined Arakawa Europe as Customer Service Leader in June 2001.