

# LANKHORST EURONETE NEWS

4 MAY 2011

Dear Readers,

In April 2010 we published the first edition of Lankhorst Euronete News and ever since our readers sent us many encouraging messages about the provided information. Some of them actually told us they did not know that the Royal Lankhorst Euronete Group was involved in so many different activities, which - in some cases - even lead to new business for our customers and us. I would therefore like to give a big thanks to the whole editorial team of Lankhorst Euronete News for their work and efforts to pass on the message of our Group even further.

In the last few months a lot of new developments took place in our Group, such as the installation of the new factory in Rio de Janeiro (Brazil) where we already won a large supply tender to produce deep water mooring ropes for the mooring of oil & gas platforms. This production contract will last a couple of years. Meanwhile, we have also started the 2<sup>nd</sup> phase of constructing the new 6000m<sup>2</sup> building for our Mouldings operations in Sneek (the Netherlands). This building - which is soon to be completed - will create even better working conditions for all involved and will, at the same time, allow our Group to increase efficiency in our factory and provide more space for future investments that are already in the pipeline.

Early this year we also started the construction of our new offices in Maia (Portugal) and a new 3000m<sup>2</sup> building in our Boticas (Portugal) factory to increase our production capacity for netting twines. This will enable us to decrease the present long delivery times to our netting customers.

Next month we plan to start the construction of our new factory in Maia; in this factory we will install the operations for fishing wire rope and offshore ropes. At present these activities are executed in Póvoa de Varzim (Portugal) at a rented location which we intend to leave by June 2012. In Maia we will build two modern factories, which will be updated regarding equipment and infrastructures for production of the products mentioned before. Eventually these will be the most modern factories in Europe for this type of products.

I could also refer to some other plans that we have in mind for the near future, but, as for some of these the surprise factor is extremely important, I will leave it for now and refer to them at a later stage. All new projects are of the utmost importance to continue the supplies to our customers as their increased demand has caused a considerable strain on our production units. In order to comply with their needs and to keep our loyal customers satisfied, we had to invest to maintain the usual good and fast service that we consider of very high importance.

All the projects I have mentioned, indicate that during the year the market demand has been increasing in our Group and that we have to make several adjustments in our production facilities to cope with this. Although in my opinion we need to stay attentive regarding costs in 2011, our goals are nevertheless to continue fulfilling the needs of the market and our ambition to generate profitable growth for the Royal Lankhorst Euronete Group.

I would like to thank all our customers for their continuous dedication and support.

José Luis Gramaxo  
President



## YARN DIVISION

### Lankhorst Yarns - A future based on Innovation

Since many decades Lankhorst has - by means of innovation - stayed ahead in several markets. In the last two years Lankhorst Yarns also made important steps forward with their technical yarns.

The film extrusion department of Lankhorst aims to develop new products with a high added value by using new raw materials. At the moment the R&D department of Lankhorst Yarns is concentrating on bio based raw materials and on 'High Performance' raw materials at the same time. A step forward that entails quite a lot. This year we will invest in a state of the art R&D extrusion line which will enable us to process a broad spectrum of materials. This extrusion line will create possibilities to enter a whole new world of research in order to develop specialty tapes and yarns.

An example of our successful strategy is found in the agricultural sector. In the last two years Lankhorst Yarns launched a new horti twine for the cultivation of tomatoes and peppers which is 100% compostable and can therefore be disposed of together with horticultural waste. Another positive aspect of the yarn is its UV resistance, which is a very important advantage in greenhouses.

As a follow-up of this successful introduction Lankhorst will, in the coming years, focus on the development of several new tapes and yarns, thus creating a strong basis for the future by means of innovation.



ELITE® BIO Twine  
for peppers

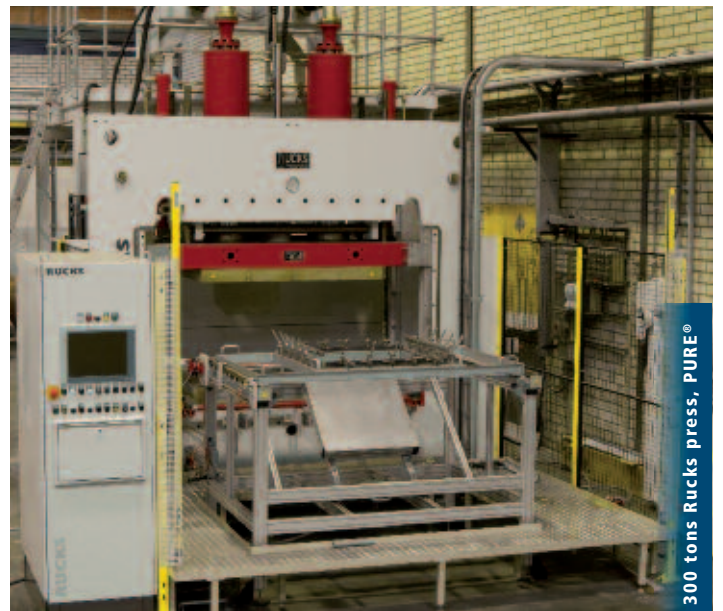
## PURE COMPOSITES DIVISION

### PURE® moulding technicum in full use!

Since last summer the market has shown a significantly increased interest for the application of PURE® form parts. The reason for this increased interest is especially based on the necessity and desire to make lighter end products. Due to more strict emission demands this necessity is not only a topic in the automotive industry, also consumer industries (a.o. suitcases) are interested in lighter products. To be able to translate this interest into successful business cases a lot of work is done behind the scenes of our PURE® moulding technicum in order to define answers to questions from our customers and their demands.

In the PURE® moulding technicum we have a 300 ton Rucks press with automated clamp and pre-heating technology available as well as a 250 ton press with Roctool® (induction) heating technology. With these presses we can realize the production process and proto types at full scale. And further a Collin laboratory press (40x40cm) is very useful for smaller testing.

The mentioned facilities and the presence of capable and motivated R&D workers have contribu-



ted lately to a significant progression. Customers are clearly impressed by the possibilities and they get a better picture of cycle times and processing costs which is very important when the feasibility of a business case has to be determined. Also with regard to product finishing the necessary work has been done. It is now possible to manufacture PURE® form parts with a consumer worthy finish in one pressing. Together with a supplier in the Netherlands we found a film that is well compatible with PURE®.

The result is a form part with a shiny, scratch resistant surface at an acceptable price. Because the films can be supplied in various colours and as an additional coating step seems unnecessary, this is an added value for the consumers' market. In short: a useful extension of our product range.

*For those who are interested in PURE®: PURE® will, together with Lankhorst Yarns, have a booth at the Techtexil in Frankfurt (Germany), 24-26 May 2011.*

## ENGINEERED PRODUCTS DIVISION

### Lankhorst Mouldings - 30 years leading in steel storage systems

In 1981 Lankhorst Mouldings, part of the Royal Lankhorst Euronete Group, installed their first steel storage system in the warehouses of Hoogovens (now called Tata-Steel) in IJmuiden (the Netherlands). Also due to many different mergers all over the world a lot has changed since then in the steel industry.

The whole time Lankhorst Mouldings have really focused on the specific aspects of storage and transportation of steel and aluminum coils. Our KLP® RollStop System, KLP® Rollblock and also our KLP® Rollpallet are still well-known products.

The wishes and knowledge of our customers together with our knowhow, guarantee constant improvement and widening of our product range. Our experienced R&D department translates

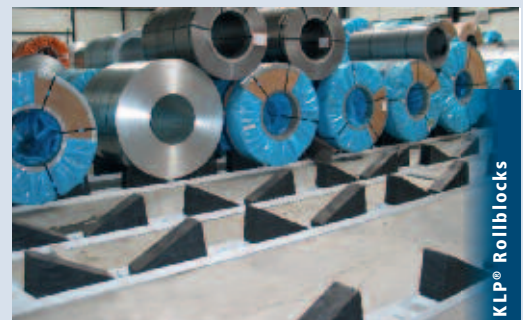
these wishes into new production concepts, recipes and production methods. Customers rely on our 30 years of experience and inno-



vation in steel storage systems. In order to be prepared for our customers' demands we have invested in a new factory that will be completed around August 2011. (Our previous newsletter already mentioned this project.) Our machinery is also fully up-to-date, and even during the building activities we are in full production, 24 hours a day, 7 days a week. After the economic downturn in 2008/2009 we are happy to see that in almost all parts of the world business is picking up again. Steel producers, Steel Service Centers and also all automotive related businesses are doing well at the moment.

Together with our worldwide agent network we serve customers all over the world. Recently we installed important projects in countries like Mexico, Brazil, the United States of America, Australia, Canada, Vietnam, India, Russia and also in several European countries. Furthermore there are many other projects in the pipeline for the months to come.

At the end of 2010 we added the so-called KLP® PipeStop System to our product range for safe and flexible storage of pipes. Another step forward!



## FISHING DIVISION



### Lankhorst Euronete Australia

In January this year the business name was changed from Fisheries Supply to Lankhorst Euronete Australia (LEA), owned by Euronete and Thorsteinn Benediktsson. In 2007 Euronete became part of the company.

The main product groups are Fishing gear, Lifting gear and Maritime ropes. Even though the government has reduced the quota and fishing licenses over the last years, fishing is still a very important industry in Australia. The main part of the fishing fleet are small vessels using scallop and prawn trawls; few fish trawlers are still operating in Australia. For quality reasons the Euronete netting has been well accepted into the Australian market. The main netting is Euroline® for the fish trawls and Premium® Plus for the prawn and scallop trawls. LEA operates a small netloft with two people working, mainly manufac-

turing prawn and scallop trawls along with codends and grids. LEA offers a full wire rope service for the fishing vessels with a 500 ton swaging machine and hand-



Warehouse of Lankhorst Euronete Australia



Lankhorst Euronete Australia  
From left to right: Andrew, Mark, Mick, Wally, Thorsteinn, Freyr, Kristin, Alma, Sara, Hilda

splicing, supplying Eurowire® and Eural® wire ropes for trawl wires and bridles. We have a strong connection with the different fisheries departments all around Australia, working with new by-catch solutions by using square mesh U/C knotless netting and T90 codends and grids.

LEA is working closely with some of the tug and dredging companies in Australia. The main towing lines are Strongline, Double Braided PES and Lankoforce, the mooring lines are mainly Eurofloat. LEA offers a full service for the tug boats and all towing

lines are custom made in our warehouse.

Big part of the sales is the lifting gear which we supply all around Australia. The main part of the lifting gear is imported from Van Beest, Weissenfels and from the Far East. The lifting gear is mainly grade 80 and grade 100 alloy, chain and components for chain slings along with round and webbing slings.

LEA is well located in a 900 m<sup>2</sup> building on the Gold Coast, 80 km south from Brisbane; employees are 10 in total.

## MARITIME & OFFSHORE ROPE DIVISION



### Lankhorst Ropes Middle East sales office "Open for Business"

Lankhorst Ropes has opened its first branch office in Dubai in the United Arab Emirates (UAE). The new office, called Lankhorst Ropes Middle East, will provide sales and technical support to the growing number of Lankhorst customers in the region. Registered at the Jebel Ali Free Zone Area (JAFZA), the Dubai office brings the number of Lankhorst Ropes sales offices globally to eight.

Planning for the Dubai office began 18 months ago, and represents the latest element in Lankhorst Ropes' strategy of providing excellent local customer support. "Lankhorst Ropes is committed to working in partnership with customers," says Wilco Stroet, managing director of Lankhorst Ropes. "The Dubai office will give customers in the region access to the knowledge and experience needed, and assist them in assessing rope performance and handling, and optimising mooring operations."

Lankhorst Ropes already has a synthetic ropes and steelwire stockpoint in Fujairah and Dubai,

and an established client base in the region. Mark Pieter Frölich, newly appointed manager of

Lankhorst Ropes Middle East, takes up the story. "The UAE is a growing and dynamic market. We already work closely with clients through sales visits and Internet communications but that is no substitute for being based here and meeting customers regularly."

Trained as a mechanical engineer, Mark Pieter Frölich has over 5 years experience at Lankhorst Ropes' head office and factory in Sneek (the Netherlands) where he was, besides the Far East, responsible for sales in Germany, Cyprus, UK and Switzerland. He has already visited clients in Abu Dhabi, Sharjah and Dubai. "The feedback from operators was

very positive. They welcome the fact that they can call for a meeting straight away; I can literally go on-board and meet face-to-face with them to provide both sales and technical advice on their mooring and towing ropes."

In addition to visiting clients, Mark Pieter has the opportunity to attend trade shows and develop the Lankhorst Ropes business in the region. "There is great potential for our ropes in this region where some of the world's leading tanker operators are located. 'Best Practice' in rope selection has both economic and health and safety benefits, and I look forward to working with our clients to ensure they fully realise these."

Like other Lankhorst Ropes offices around the world, the Dubai office is an integral part of Lankhorst Ropes' global reach in the supply of maritime ropes. Maritime Division manager Hans-Pieter Baaij: "Mark Pieter Frölich is a very capable engineer and sales professional, so we know that he will give our clients in the region sound advice on their choice of ropes."



Installation of Lankoforce (HMWPE) towing rope at a tugboat of a renowned UAE offshore towing company

## YACHTING DIVISION



### Lankhorst Taselaar / Hohorst focuses on added value

This year the water sport season for Lankhorst Taselaar began with an extensive presentation at three appealing water sports exhibitions in the Netherlands and Germany: BOOT Düsseldorf, BOOT Holland in Leeuwarden and the HISWA in Amsterdam. The presentation of the novelties in our range and the demonstration of a number of innovative technological solutions were very much appreciated by suppliers, customers and end users. For Lankhorst Taselaar / Hohorst this means another step forward in the transformation from wholesales in generic water sports products to being a total supplier for the water sport. With an extra focus on the extensive range of technological solutions we not only offer customized total solutions to the water sport specialty stores, but also to shipyards and service and maintenance companies.

Lankhorst Taselaar / Hohorst will do anything possible to expand and strengthen its leading position as a supplier to water sports specialty stores. A substantial part of this is formed by offering added value to our customers by fulfilling our role as business partner. Through a diversity of concepts and a lot of personal contacts all our activities aim to help our customers to increase their sales volume.

This is reflected in the development of a number of industry-unique (marketing) concepts. In the previous edition of Lankhorst Euronete News we already informed you on the introduction of the 'Must Haves' catalogue: a consumer catalogue containing the essentials for every water sports enthusiast. Partly because we produced the catalogue with a customized cover for the retail trade, at least 80,000 copies of this catalogue were spread among customers in Germany and the Benelux countries. With this concept, water sport

specialty stores can at very low cost obtain their own catalogue to optimize the attention of their customers and to increase their sales volume of Lankhorst Taselaar / Hohorst products.

In the forthcoming period, Lankhorst Taselaar / Hohorst will further emphasize the marketing of its delivery program focused on the construction of sloops, motor boats and sailing boats.

Another unique marketing concept is definitely the 'Shop-in-Shop' module. Through this concept Lankhorst Taselaar / Hohorst presents its private label Talamex® in an exclusive and orderly manner in the water sports specialty stores. At one glance the consumer gets an impression of the extensive Talamex® range. Lankhorst Taselaar / Hohorst proposes a complete shelf plan, based on the needs of both shopkeeper and local consumers.

Much to the satisfaction of our customers the 'Shop-in-Shop' module is meanwhile implemen-

ted in renowned water sport specialty stores. Customers immediately see an increase in turnover after the installment of this concept.

Our sales team has recently been extended with two specialized field representatives who, through close contact with and frequent visits to the shipyards and service and maintenance companies, can perfectly respond to questions from the market. The delivery program will further be brought to the attention of the builders by means of specifically composed product and range information. There will also be some attractively composed packages that can help the ship-

yards to generate extra business and to build a solid relationship with the customer during and after delivery of the boat. But as a business partner, we take our service one step further! For certain technical products our trained staff can offer help and explanation at the first installation of these products. Again a unique concept that enables Lankhorst Taselaar / Hohorst to show and use its ability and versatility in range and service and which fits within the strategy of Lankhorst Taselaar / Hohorst to grow into a full-fledged business partner and to provide added value in a, for our market, unique manner.

## EXHIBITIONS 2011



### MARITIME & OFFSHORE ROPE DIVISION

17 – 18 May	Tugnology	Antwerp (B)
1 – 3 June	Oil & Gas Asia	Kuala Lumpur (MYS)
6 – 8 September	Offshore Europe 2011	Aberdeen (UK)
3 – 5 October	Middle East Workboats	Abu Dhabi (UAE)
4 – 6 October	OTC Brasil	Rio de Janeiro (BR)

### ENGINEERED PRODUCTS DIVISION

#### Lankhorst Mouldings Steel

6 - 9 June	Blechexpo	Stuttgart (DE)
28 June - 2 July	METEC	Düsseldorf, (DE)
4 – 7 October	BLECH Nordic	Stockholm (S)
18 – 21 October	Corte & Conformação	São Paulo (BR)

#### Lankhorst Mouldings Custom

28 - 29 September	Kunststoffen beurs	Veldhoven (NL)
-------------------	--------------------	----------------

#### Lankhorst Mouldings Offshore

1 – 3 June	Oil & Gas Asia	Kuala Lumpur (MYS)
6 – 8 September	Offshore Europe 2011	Aberdeen (UK)
4 – 6 October	OTC Brasil	Rio de Janeiro (BR)

### FISHING DIVISION

25 – 27 May	Agadir Fish Morocco 2011	Agadir (MA)
9 – 10 June	Fish Expo	New Bedford (USA)
24 – 25 June	Scottish Skipper Exhibition	Aberdeen (UK)
22 – 24 September	Icelandic Fishing Show	Iceland
12 – 14 October	Danfish International	Aalborg (DK)
27 – 29 October	Itech'mer	Lorient (FR)

### YACHTING DIVISION

6 – 11 September	HISWA te Water	IJmuiden (NL)
------------------	----------------	---------------

### YARN DIVISION

24 – 26 May	Techtextil	Frankfurt (DE)
-------------	------------	----------------

### PURE COMPOSITES DIVISION

24 – 26 May	Techtextil	Frankfurt (DE)
-------------	------------	----------------

For more shows in 2011 please visit our websites.



The 'Shop-in-Shop' concept at Waterborg in Groningen, the Netherlands (photo: B. Snijders)

## FROM THE EDITORS

The next edition of Lankhorst Euronete News will be published in October 2011.

Contact details:  
LEnews@lankhorst-sneek.nl

Mafalda Gramaxo (PT)  
Paula Oliveira (PT)  
Geeske Terpstra (NL)  
Ineke Heising (NL)