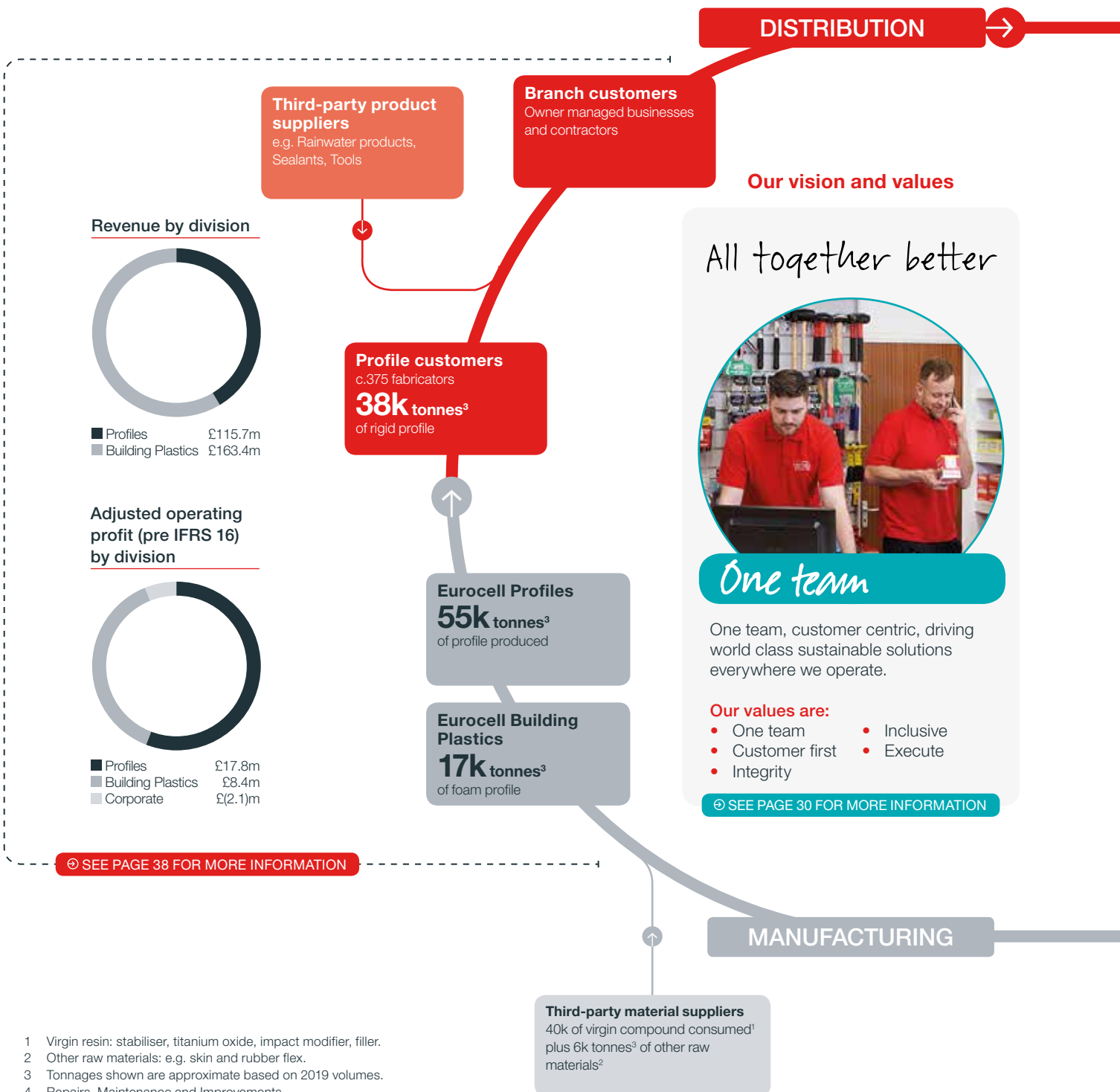


Our Operation

A vertically integrated model to maximise efficiency

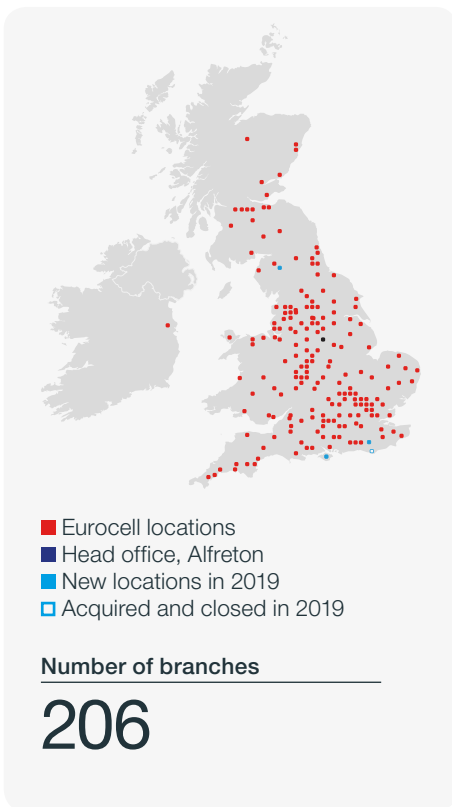
The coordination of our manufacturing, distribution processes and recycling activities, help us to be efficient throughout all stages of our value chain.



1 Virgin resin: stabiliser, titanium oxide, impact modifier, filler.
2 Other raw materials: e.g. skin and rubber flex.
3 Tonnages shown are approximate based on 2019 volumes.
4 Repairs, Maintenance and Improvements.

OUR MARKETS

Where we operate



RMI⁴
 Proportion of revenue in RMI market
> 80%

New Build
 Proportion of revenue in new build housing market
> 10%

Public Sector
 Proportion of revenue in public new build housing market
< 5%

OUR ROUTE TO MARKET

Our sales and distribution strategy is implemented through our cross functional sales and business development teams, which target the key decision makers in the supply chain. The key decision makers include fabricators, installers, developers, architects, local authorities and planning departments. By influencing the influencers we earn the loyalty of our customers by helping them grow their businesses.

SEE PAGE 14 FOR MORE INFORMATION

Eurocell Recycle
13.4k tonnes³
 of recycled compound consumed
 (23% of profile raw material consumed)

TWO RECYCLING SITES

Our recycling operations are based at two sites located in Selby and Ilkeston which recycle post-consumer and post-industrial PVC-U waste into re-usable raw materials for our manufacturing process.

SEE PAGE 24 FOR MORE INFORMATION

← RECYCLING