



FOR IMMEDIATE RELEASE – IMPORTANT K SHOW EXHIBITOR NEWS

FOR: Alliance Polymers & Services
30735 Cypress Road, Suite 400
Romulus, Michigan 48174

EDITORIAL CONTACT: MARTIN THOMAS INTERNATIONAL
Martin K. Pottle, APR
(401)-245-8500
E-mail: contact@martinthomas.com

CHINA'S POLYMAX ELASTOMER TECHNOLOGY, PARTNER WITH ALLIANCE POLYMERS IN U.S., TO HIGHLIGHT TPEs AT K SHOW

China's Leading TPE Producer Looking To Seriously Compete in Europe

K SHOW, DUSSELDORF, GERMANY (September 15, 2010) – Polymax Elastomer Technology Co., Ltd., one of China's leading producers of TPEs and TPRs (thermoplastic elastomers and thermoplastic rubbers), a joint venture of Chinese and American interests, announces they will be exhibiting at the K Show (October 27 – November 3, Halle 08b, Stand/Booth F61) for the very first time.

They will be partnering in this stand/booth with U.S. firm Alliance Polymers & Services, the exclusive North America distributor of the firm's Maxelast® brand of TPEs.

Considering Major Push Into Europe

According to sources at both companies, the move is to explore and begin efforts to offer the broad line of Maxelast thermoplastic elastomers in the European marketplace. They currently are looking at staffing, sales and office/warehousing/distribution alternatives and options.

Polymax, whose many customers include car manufacturers Honda and Volkswagen, plus firms such as Haier, Nokia and Omron, offers high quality and highly competitive

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TPE and TPR technologies. The firm has many key personnel who have earned doctorate degrees from leading American and Chinese universities. One of Polymax's principals, Dr. Y Martin Lu, was the chief technical director for one of America's largest TPE producers.

With world headquarters in Nantong in the Gangzha District (near Shanghai), China, Polymax, with their 7 families Maxelast of TPEs, recently expanded its sales into the North American market. Their North American partner, Alliance Polymers & Services in Romulus, MI, is their exclusive distribution, warehousing and technical support operation in the NA market. Both firms recently announced they are considering opening production facilities at an undisclosed location in the U.S.

For further information on Maxelast products in North America, inquirers are encouraged to contact Alliance Polymers & Services, 30735 Cypress Road, Suite 400, Romulus, MI 48174. Tel: 1-734-710-6700. Fax: 1-734-710-6715. Email: info@apstpe.com. Web: www.apstpe.com.

For further information on Maxelast products in Europe, China and the Far East, inquiries should be directed to: Marketing Department, Nantong Polymax Elastomer Technology Co., Ltd., 698 Changtai Road, Gangsha District, Nantong, Jiangsu, China 22601. Tel: 86-0574-87562100. Fax: 86-0574-87562121. Email: tlxu@polymax.com.cn.

Web: www.polymax.com.cn.

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