



**FOR IMMEDIATE RELEASE – IMPORTANT K SHOW EXHIBITOR NEWS**

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**LEADING NORTH AMERICAN TPE DISTRIBUTOR TO PARTNER WITH SUPPLIER AT K SHOW, LOOKING TO EXPAND OPERATIONS IN EUROPE**

**K SHOW, DUSSELDORF, GERMANY (September 15, 2010)** – Alliance Polymers & Services (APS), one of North America’s fastest growing distributors of elastomers, announces it will be partnering with a booth at the K Show with TPE supplier Polymax Elastomer Technology Co., Ltd., one of China’s leading producers of TPEs and TPRs (thermoplastic elastomers and thermoplastic rubbers) and a joint venture of Chinese and American interests.

Alliance (APS) will be at Halle 08b, Stand/Booth F61. This is the same halle/building that many other leading TPE producers and distributors will also be exhibiting. APS also distributes BASF Elastollan® TPUs in North America and urges show visitors to stop by the BASF Polyurethanes booth at the K Show, Halle 05, Stand/Booth #C21 and D21.

According to APS sources, their participation at this show is to explore and begin efforts to offer the broad line of Maxelast® TPEs (thermoplastic elastomers from Polymax) in the European marketplace. They currently are looking at staffing, sales and office, warehousing, distribution alternatives and options. Having only opened their doors in North America 13 months prior to the K Show, APS has become one of the leading distributors and technical resources for elastomers on the continent. They are seeking to possibly duplicate this effort in Europe.

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Maxelast TPEs, formulated by Polymax, are used by many well known companies that include car manufacturer Honda and Volkswagen. Products and services are targeted to be highly competitive (price, delivery, processing and end-product quality) to the leading TPEs currently available on the market. APS recently announced they are considering opening production facilities with their partner Polymax 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 USA. Tel: 1-734-710-6700. Fax: 1-734-710-6715. Email: [info@apstpe.com](mailto:info@apstpe.com).  
Web: [www.apstpe.com](http://www.apstpe.com).

For further information on Maxelast products in Europe, China and the Far East, inquiries should be directed to: Marketing Department, 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](mailto:tlxu@polymax.com.cn).  
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