

# EUROFOAM

	2008	2009
<b>Turnover</b> <small>in million euros</small>	397	338
<b>Employees</b>	1,870	1,763
<b>Locations</b>	42	39

## PERFORMANCE

The year 2009 was dominated by the global economic crisis. Eurofoam had to accept declines in turnover in all product segments, but above all in the automotive industry, the building industry and in packaging. It was only through restructuring and optimization measures that Eurofoam achieved a satisfactory result despite difficult framework conditions.

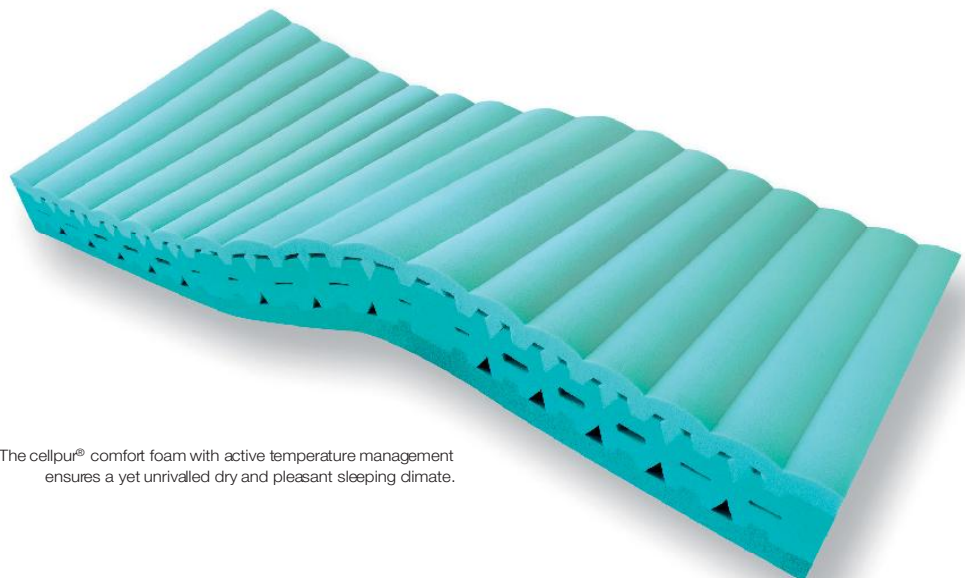
## MARKET FOCUS

The approach followed by raw material suppliers was cause for concern in 2009. Due to the decline in demand on the world market, capacities were reduced and some facilities were even closed down. Thus, the situation of 2008 repeated itself. There were not enough raw materials available to cover

the global demand, which led to bottleneck situation. At the same time, suppliers were able to raise prices considerably after they had reached a low at the beginning of the year. At the end of 2009, this constellation had a negative effect on the result.

High quality products, innovative foam qualities and a newly installed innovation management system pushed the positive development of Eurofoam Austria. 2009 was also a very good year for the German Eurofoam sites. Restructuring measures had the expected effect. The German market, especially the mattress and upholstered furniture market, is still hotly contested.

The development of the Eurofoam operations in Poland was very good. Two new competitors have brought additional heat to the fierce price war on this market. The performance of the Hungarian plants was also satisfactory. The Hungarian market and the Romanian market too, are characterized by fierce price wars in the upholstery and mattress



The cellpur® comfort foam with active temperature management ensures a yet unrivalled dry and pleasant sleeping climate.

business. In Romania, the situation aggravated when two new competitors entered the scene. Increased sales activities in Romania, however, will help Eurofoam to defend its strong market position.

The foaming facility in Moldavia that went into operation in 2008 developed well. The processing plants in the Czech Republic, Slovakia, Romania, Poland, Ukraine, Bulgaria and Serbia were able to strengthen their market positions and achieved positive results

**PRODUCT FOCUS**

The world innovation cellpur®, a comfort foam with integrated Tencel powder for improved temperature management, is causing a stir around the globe. Eurofoam has received license requests from across Europe, from Brazil, the USA, Japan and China. The company intends to further push the marketing of cellpur® in 2010 and to further develop the foam catering to a much wider range of applications.

**OUTLOOK**

It is difficult to forecast developments in 2010. The automotive and the building industries are showing tentative signs of an economic upswing. If, however, unemployment rates follow the expectations of many experts and increase, private consumption could be impaired. Eurofoam will again be successful in 2010 thanks to its highly qualified and motivated staff and its dedicated sales activities. Top quality, outstanding service and interesting innovations are assets that convince customers in all markets.

[www.euro-foam.com](http://www.euro-foam.com)  
[www.eurofoam.at](http://www.eurofoam.at)



Eurofoam has expanded its deflammo FF range and now has three qualities with different densities on offer.



One of the first results of innovation management: the power-napping day bed for a refreshing nap over lunchtime.



Foam meets art: More than 400 animals made from PE foam turned the "Linzer Klangwolke 2009" festival of music into a very special experience.