

Newsletter

November 2010

Opening Warehouse UK

As part of the business development strategy for the UK market, Sapa Pole Products opened a warehouse in Redditch, Worcestershire. The official opening took place on Friday, the 17th of September. Apart from the warehouse, an exhibition area and a seminar room will serve as the base for our UK market approach.

The facility will enable us to deal more direct with our customers and will improve the service level to the market. Being the first European aluminium light pole producer with a direct presence in the UK will put us in an excellent position to further grow our business.

The new facility houses Sapa Profiles and Sapa Pole Products. Sharing the location will stimulate a close cooperation between the two divisions and will encourage them to take advantage of each other's experience and knowledge in the market as well as with the material aluminium.

The fabrication capabilities that Sapa Profiles have in Redditch will enable Pole Products to further customize products to meet customer demands on a project basis within short lead times.

The day started off with a presentation about the Sapa Group by Leopold Moormann, Managing Director and Simon Bates, Sales Manager UK. Sapa felt honored that Anita Clayton, the Deputy Mayor of Redditch, was willing to perform the official opening by cutting through the ribbon. In a short speech, prior to the official moment, she congratulated Sapa with the opening of their new location.



Leopold Moormann / Anita Clayton

Decorative pole solutions

The shape of aluminium lighting columns transformed throughout the years, influenced by fashion, design and technical developments.

Nowadays the modern extrusion techniques allow Sapa to supply affordable innovative aluminium columns. The one stop shop Sapa plant in Drunen, The Netherlands, can deliver besides round and square aluminium lighting columns a large variety of shapes. Through the combination of our knowledge of aluminium, extrusion technology, design and fabrication, we are able to optimal meet the needs of our customers.

Below you can find several examples of our decorative possibilities. Please [click here](#) to see even more possibilities.



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Sapa Pole Products

Alcoalaan 1, 5151 RW Drunen, the Netherlands
 Tel: +31 (0) 416 386200
 Fax: +31 (0) 416 386230
 E-mail: info.poleproducts.nl@sapagroup.com
www.sapapoleproducts.com

Dennis Bakkers

International Sales Manager
 Mob. +31 6 41819410
 mailto: Dennis.Bakkers@sapagroup.com