

# Almatis (D)

## A shining debut at CERAMITEC.

■ Since no other fair is as international as CERAMITEC there could not have been a better place for Almatis to have its debut as the global leader in the production and supply of specialty aluminas.

The stylish two-story Almatis booth with its two transparent Almatis blue illuminated arches provided the perfect stage and atmosphere for the international Almatis sales team to meet with current and prospective customers. The turnout at the Almatis booth and the interest in the company, as well as in its broad product portfolio, were huge.

"CERAMITEC 2006 has clearly exceeded our expectations. The well-organized event with its high proportion of international exhibitors and visitors contributed highly to the successful business done in Munich", stated *Heide Evans*, Almatis Vice President Global Commercial for Refractories, Ceramics & Polishing. "All of our three main objectives were met", confirmed Evans.

Since Almatis became independent just two years ago from its former parent Alcoa, the Frankfurt headquartered company pursued three goals with this year's appearance at the CERAMITEC in Munich. 1) To raise awareness for the Almatis Premium Alumina brand, 2) To accentuate the global nature of its business, 3) To express that Almatis is truly striving to be "closer to its customers".

By attending the fair to meet with customers, the entire Almatis senior management demonstrated that Almatis is serious about being hundred percent customer focused.

[www.almatis.com](http://www.almatis.com)

