

STEER expands global presence, forays into Brazil and Mexico
~ Appoints agents in the two countries to introduce advanced technology and build on market potential ~

Bengaluru, 11 August 2015: STEER, creator of materials platform technology that effectively transforms and functionalises materials in the field of pharmaceuticals, plastics, food & nutraceuticals, biomaterials and bio refining, using the core application of co-rotating twin screw extrusion, announced its plans to further **strengthen and expand its presence in The Americas with an entry into Brazil and Mexico.**

STEER, which already has a very strong presence outside India, has appointed **Uniflon** in Brazil and **JM LORD International LLC** in Mexico as its representative agents to market its co-rotating twin-screw platforms, advanced EPZ technology as well as specialized components, and service new customers in the area of plastics and polymers, to capitalise on the burgeoning opportunities in these markets.

The company will be introducing its revolutionary Omega 1.71 Do/Di materials platform, with patented fraction-lobe special elements and advanced EPZ Technology, to give compounders the capability and the control to work with demanding, difficult-to-manage polymers as well as low-bulk density and shear-sensitive materials. Other offerings include the Mega Special 1.55 Do/Di platform and the 1.49 Do/Di Alpha series, STEER's proven out-performers for standard compounding needs. STEER's standard replacement elements, trusted by over 5500 lines across the globe, will also be available in these markets.

Atanu Maity, Chief Executive Officer, STEER said, "We are extremely happy to partner with Uniflon and JM Lord International. Both our partners bring strong capabilities to attract the right kind of customer base, a critical part of our plan to rapidly penetrate into these markets. We already have a fairly robust presence in the American continent and an entry into Brazil and Mexico will go a long way in capitalising on the opportunities that the continent has to offer. Our advanced technology has got great process capability with control, for compounders in the region to adopt and benefit."

The consumption of plastic in different forms has been on the rise with the per capita consumption in developed nations touching almost 24kg/person rate as compared to an average 8-10 kg/person rate in developing countries. STEER sees a huge potential to expand its business in the South American market especially in times when energy costs have been rising. This also presents a strong opportunity for the plastics industry to flourish by replacing heavy metal, thus leading to greater consumption.

According to a report published in 2013, Brazil, with a per capita consumption of 10 kg/person rate of plastics usage, the consumption was quite low as compared to matured regions like North America and Europe with rates of above 40 kg/person. Brazil hosted the

2014 FIFA World Cup which attracted a huge demand for plastic for creation of better infrastructure, transportation facilities and stadiums. With Olympics slated in 2016, the demand for plastic is expected to increase further. Similarly, over the last 2-3 years, Mexico's energy reforms have provided a significant benefit to the manufacturing sector and opened up trade opportunities for the plastics industry.

Mike Millsaps, COO, STEER America added, "We have built a very strong base and a commendable market share in the American continent for our product offerings and technology in the last few years; Mexico and Brazil are both very critical to us from a future growth perspective and are expected to play a significant role as we chart out our global expansion and strategy to acquire greater business in the American market. We are confident that our products would be of great success in these markets and cater to the growing requirement from the region as the overall consumption continues to grow in this part of the world."

STEER's Technology can help compounders produce black, white and color master batch of a higher quality and consistency while allowing for customisation. Besides customers can also take advantage of the advanced platforms and the patented special elements to develop superior engineering plastics like PP, PET, PVC and PE with a better spread of properties and characteristics.

Founded in 1993 with a vision to **steer a new world**, STEER today has offices in the US, Japan and China in addition to Coimbatore and Bengaluru in India; Besides STEER also has 10 satellite offices, serving over 35 countries and employs over 500 gifted engineers, scientists and technicians across the globe.

With many granted patents under its belt, STEER is committed to the creation of advanced technologies that enable customers to produce high quality products while lowering operational costs. STEER's advanced materials platform technology combined with its Application Development Centers (ADC's) also help in the creation of innovative new products and processes that have the potential to improve the overall quality of human life. STEER currently has three Application Development Centers in India, USA and Japan and customers can take advantage of its unique services to explore, develop and innovate.

For more information, visit steerworld.com

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