

## Our CEO Darren Millar meets with Trade Minister Simon Birmingham



**Pacific Urethanes** CEO Darren Millar met this week with Australia's Trade Minister Simon Birmingham.

Darren highlighted to the minister the importance of the Export Marketing Development Grant (EMDG) to **Pacific Urethanes**. There is a long lead time - averaging 2 years - between meeting new prospects, product development, product approval, demonstration of the product in a production environment and securing commercial sales.

**Pacific Urethanes** has been targeting the Asian region for the past six years. Promoting our technology advances in the replacement of Ozone depleting HCFC foam blowing agents with zero ODP and now zero GWP alternatives (in alignment with the Montreal Protocol) is a priority.

We are also introducing new products based on sustainable technology. Many of our formulations include component products generated from recycled waste foam.

Our ASEAN Export Development Manager Colin Groom will relocate to Thailand permanently from the middle of 2019 to assist our distributors develop the polyurethane market in their countries.



**Pacific Urethanes are the Polyurethane Formulation Specialists.**

**Pacific Urethanes** – Celebrating 10 Successful Years in the Polyurethane Industry in Australia, New Zealand and ASEAN countries.

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