



7<sup>th</sup> May, 2016

To,  
Corporate Relationship Department  
National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C-1, G Block,  
Bandra Kurla Complex, Bandra (East)  
Mumbai 400 051  
NSE Scrip Code ASTRAL

To,  
Corporate Relationship Department  
BSE Ltd  
Phirozee Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001  
BSE Scrip Code 532830

Dear Sir/Madam,

**Sub: Astral Poly Technik's Subsidiary Opens Business in U.S**

.....  
Seal IT Services Limited, a UK based Subsidiary of the Company has entered into U.S. Market by acquiring Silicone Tape Business of Rowe Industries Inc, USA at US \$3.25 Million.

We enclose herewith Press Release of Seal IT Service Limited on the captioned subject.

Kindly take the same on record.

Thanking you,

Yours faithfully,  
For Astral Poly Technik Limited,

**Krunal Bhatt**  
Company Secretary

**BRANCHES :-**

Bengaluru	- Telefax : 080 2661 7236	E-mail : bengaluru@astralpipes.com	Lucknow	- Phone : 0522 2728 844	E-mail : lucknow@astralpipes.com
Chennai	- Phone : 044 4350 6384	E-mail : chennai@astralpipes.com	Mumbai	- Phone : 022 2838 9744	E-mail : mumbai@astralpipes.com
Hyderabad	- Telefax : 040 2790 0023	E-mail : hyderabad@astralpipes.com	New Delhi	- Phone : 011 2616 8156	E-mail : delhi@astralpipes.com
Jaipur	- Phone : 0141 2974 322	E-mail : jaipur@astralpipes.com	Pune	- Phone : 020 65214455	E-mail : pune@astralpipes.com
Kochi	- Phone : 0484 3328 156	E-mail : kochi@astralpipes.com			



**Press Release**

**ASTRAL POLY TECHNIK'S SUBSIDIARY OPENS BUSINESS IN U.S.**

Seal It Services Ltd, a UK based Subsidiary of Astral Poly Technik Ltd, India has extended its portfolio with the creation of a new company in the United States.

Building on an existing joint venture agreement with UK-based Seal It Services Ltd. (which trades under the name Bond It), the business has opened Seal It Services Inc.

Seal It Services Inc. will form part of UK-based Seal It Services Ltd and will be used to open up increased export opportunities for Bond It across the North American continent.

Specific products offered by Seal It Services Inc. will include ER™ Tape. Originally developed for the US military, this self-fusing silicone rubber tape is well-known and highly regarded throughout America thanks to its ease of use and versatility.

It can be used to carry out fixes and repairs across an enormous variety of plumbing, electrical, automotive and marine applications.

As part of the formation of Seal It Services Inc., Seal It Services Ltd purchased the ER™ Tape brand and associated production plant, as well as exclusive manufacturing rights, from previous manufacturer, Rowe Industries for \$3.25m. Reported sales for 2015 of \$1.73m and an EBITDA figure of \$994k

Seal It Services Inc. will also complement ER™ Tape with a number of other existing Bond It products such as sealants and adhesives. Seal It Services Inc. will be headquartered in Fort Lauderdale, Florida.

Legal support for the formation of Seal It Services Inc. and the purchase of ER™ Tape was provided by Global 100 law firm, Nixon Peabody LLP. Finance was provided by HSBC. Financial due diligence was provided by KPMG India.

Commenting on the formation of Seal It Services Inc, David Moore, managing director at Seal It Services Ltd, said: "Seal It Services has been looking to develop its presence in North America for some time as part of ambitious plans for further global expansion."

"The formation of Seal It Services Inc. will play an important part in achieving this goal and will enable us to build on the reputation of ER™ Tape and the impressive success enjoyed by Bond It products elsewhere in the world."

"Seal It Services Inc. will continue to manufacture silicone tape for some of the biggest names in the industry and together with Resinova, our sister company, we see a great opportunity to export ER™ Tape to new markets worldwide. Resinova's extensive customer network provides us with potential wide spread distribution for ER™ Tape throughout India."

Sandeep Engineer, CEO, Astral Poly Technik, added: "We are delighted to welcome Seal It Services Inc. into the wider family of Astral Poly Technik group companies."

"Its formation and the acquisition of ER™ Tape represent exciting new developments for the business and give us an important foothold in the North America market."

"Given quality and innovation are universally sought after qualities which transcend international borders, we are sure Bond It's approach and products will be very well received."

- ENDS -

**Image:** *Bond It Product Range.jpg*

**Caption:** **Focused on North America.** Seal It Services Ltd, part of the Astral Poly Technik group of companies and the manufacturer of Bond It products, has opened Seal It Services Inc in the USA.

For more information on this story, contact Wayne Leith at [wayne@tpz.uk.com](mailto:wayne@tpz.uk.com)

## **Notes to editors:**

### **About Bond It**

- With its head offices and production facilities located in West Yorkshire, England, Bond It is a leading manufacturer of sealants, adhesives, building chemicals, waterproofing products, roofing compounds, polyurethanes, adhesive tapes and ceramic tile adhesives.
- Operating to ISO 9001 quality standards, the business supplies an extensive range of technically advanced, high quality products to builders' merchants, DIY outlets, retailers and specifiers across the UK, Europe, the Middle East, Africa and Asia.
- To help customers stay abreast of changing marketing conditions and demands, Bond It has a strong commitment to product development and continues to invest heavily into R&D whilst simultaneously drawing on many decades of technical experience and expertise.
- In August 2014, Bond It entered into a joint venture agreement with Astral Poly Technik - one of India's fastest growing manufacturers of pipes and piping systems. The new partnership will enable Bond It to accelerate aggressive and ambitious plans for further global expansion.
- More information on Bond It and its range can be found at [www.bond-it.co.uk](http://www.bond-it.co.uk)

### **About Astral Poly Technik**

- Listed on both the BSE (Bombay Stock Exchange) and NSE (National Stock Exchange of India), Astral Poly Technik is a £500M Market Capital business which manufactures a range of chlorinated polyvinyl chloride (CPVC) and polyvinyl chloride (PVC) piping.
- Established in 1996, the business has a single-minded purpose - to manufacture the best plumbing and drainage systems in India.
- Astral Poly Technik products are employed across a wide range of markets and applications. This includes water supply, SWR (S-Soil, W-Waste and R-Rainwater), fire sprinkler systems, industrial uses, gas/solar applications, bore wells and agricultural piping systems.
- Astral Poly Technik is a major producer of Lubrizol Corporation CPVC products under license from this Berkshire Hathaway company which is both ranked on the Forbes Global 2000 list and part owned by US billionaire business magnate, Warren Buffett. Astral Poly Technik is the only licensed manufacturer in the world to make all four Lubrizol CPVC brands.
- Astral Poly Technik also distributes further world-renowned products under license such as Wavin AS low noise piping systems and solvent cement (adhesives) for joining pipes and fittings under the IPS Corporation USA brand, 'Weld-On'.
- Reflecting a progressive and quality-focused approach, Astral Poly Technik was the first company in India to introduce CPVC pipes and fittings, lead free PVC piping systems and foam core piping systems. It also holds international accreditations such as NSF certification (National Sanitation Foundation, USA).
- More information on Astral Poly Technik and its range can be found at [www.astralpipes.com](http://www.astralpipes.com)