

## Company Profile

Potters Europe is the European division of Potters Industries Inc., the largest producer of quality glass beads in the world, with a global network of 23 production plants throughout Europe, North and South America and Australasia.

From production plants at St. Pourçain in France, Kirchheimbolanden in Germany, and Barnsley and West Auckland in the UK, Potters Europe supplies glass beads, for a variety of applications, throughout Western and Eastern Europe, Africa and the Middle East.

An established leader in its field, Potters has Research and Development facilities in New Jersey, USA, which are constantly focused on developing new products, processes and applications for the global market. Such investment in the future of its business keeps Potters at the forefront of new developments in the field of glass beads.

In Europe, Potters has an R&D Technical Centre at the plant in St. Pourçain, France, which specialises in technical development and customer support. This facility includes road marking application equipment and accelerated wear testing equipment, specifically for the highways application area in addition to impact trials equipment.

Potters takes a truly European approach in its marketing and sales strategies, and employs a technical sales management team which provides local customer service support and technical back-up.

For many years Potters has been, and continues to be, a very active participant in Industry Associations and Standards bodies and a major contributor to specific initiatives to improve, develop and grow all the markets for its products, with corresponding benefits for the Company, its customers and the industries concerned.

Potters is an affiliate of the PQ Corporation, an independent US-based chemical company, specialising in the manufacture of inorganic

industrial chemicals and glass bead products. These are products essentially derived from silica. PQ has 71 manufacturing units in 19 countries of the world, serving the global market place.

The PQ Corporation has a mission statement which Potters fully supports and which enables the Company to be a responsible supplier to all the markets it serves. The principal elements of the mission are:

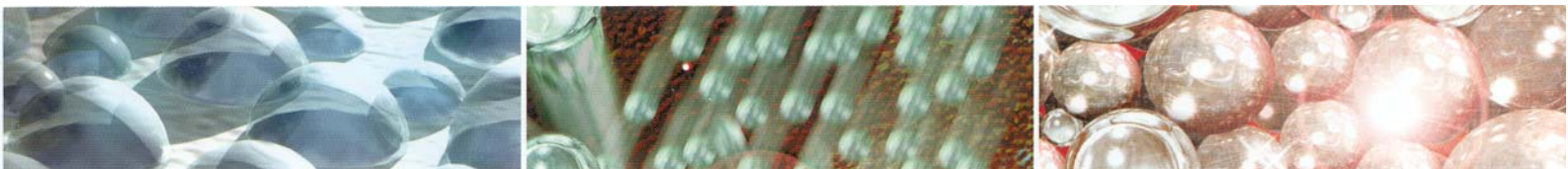
- PQ has pledged to provide products and services that satisfy customer needs in its chosen markets by operating a growing, profitable business.
- PQ is committed to the continuous improvement of its current businesses and the development of unique new products and services.
- PQ differentiates itself by offering products of the highest quality and by providing excellent customer service and technical support that satisfy customers' needs and contribute to the success of their businesses.
- As a result, PQ creates value for its customers, employees and owners and has earned the regard of its suppliers and of the communities in which it operates.

### ■ GLASS BEAD APPLICATIONS

Glass beads have many varied industrial applications, some of which are very specialised and others broader based. The three major application areas are as follows:

- **Highway** – In road safety markings, where beads give the marking material its retroreflective properties.
- **Impact** - As blasting media for cleaning and peening metals and other substrates.
- **Speciality**- As functional additives for plastics and other resin-based materials.

These major application areas are covered in more detail overleaf.



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### ■ HIGHWAY

Glass beads make a significant contribution to highway safety, particularly in conditions of poor visibility at night and in wet weather. Highway glass beads are manufactured by Potters to various national and individual customer specifications, and can be used to reflectorise all types of marking material, regardless of the method of manufacture and application.

The company can recommend which glass beads are the most suitable for a particular marking material, and offer advice on all aspects of night time visibility through reflectorisation including: size distribution, coatings, bead / aggregate mixes and application rates.

### ■ IMPACT

Glass beads can be used in peening, finishing and cleaning treatments and offer some unique advantages:

- Glass beads are inert, which means that they do not impart any undesirable residues during the blasting process.
- Their round, smooth shape means that there is no significant metal or other material removal, and there is no etching of the surface of the basic metal.
- The carefully controlled size gradation of the glass beads means that the results of the process are consistent.
- The broad ranges of bead sizes, which are available, mean that glass beads have a wide range of applications.

### ■ SPECIALITY

Glass spheres provide a unique additive for thermoplastic and thermosetting resin systems. They are light, hard, offer excellent chemical resistance and lower oil absorption. These and other characteristics enable the spheres to be used in a wide range of applications in the automotive, house-wares, chemical, electronic and general engineering industries

Other Speciality applications include epoxy resin floorings, glue line spacing, industrial adhesive and filling compounds.

Potters produces a range of solid and hollow glass spheres under the SPHERIGLASS® and SPHERICEL® trade names. These are available in a range of sizes with suitable coupling agents to enhance adhesion in the various polymer types.

In addition to the above products, Potters also produces LUXSIL® cosmetic micro-spheres, for use in cosmetics and personal care products, and CONDUCT-O-FIL®, a range of silver coated conductive particles, used mainly in EMS (electro magnetic shielding) applications.

For further details on the specific product applications mentioned above, see the Company's **Highway**, **Impact** and **Speciality** technical data sheets.

To receive any of the above information, or to request a visit from your local Potters Regional Sales Manager call or fax the Head Office as detailed below.

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