

Press Information

Schaffhausen (CH), 22 September 2014

DSM Composite Resins AG
Stettemerstrasse 28
CH-8207, Schaffhausen
P.O. Box 1227
8207 Schaffhausen
Switzerland

tel +41 (52) 644 12 12
fax +41 (52) 644 12 00

DSM, Euroresins and Cranchi take care boat owners enjoy their time on board

Whenever you buy a boat from Cranchi you know that you will have a good time. Great aesthetics and reliable operation have been the company's trademark for many years. Paola Cranchi, Marketing and Sales Director explains the clear company strategy which is behind this success, and how the long-standing relationship with Euroresins and DSM has enabled Cranchi to ensure boat owners feel proud and completely relaxed on board.

Already since 1870 Cranchi has been manufacturing pleasure boats, with the company's focus being exclusively on the top segment of the marine market. With the 5th generation of the Cranchi family leading the enterprise, a full range of power boats, cruisers and fly bridge yachts are manufactured at the company's premises in San Giorgio di Nogaro and Rogolo (both in Italy). Cranchi boats are exported all over the world, and are highly valued because of their beauty, elegant design, completeness in equipment, and flawless operation.

"Whenever a customer buys a Cranchi boat, we want him or her to feel at ease", Paola explains. "Whether they prefer a sporty power boat or cruise the seas in a luxury yacht, we want them to enjoy every minute of their time. Cranchi boats are easy-to-use by design, so that the time on board is well spent. We do not want customers to worry about the reliability of the engine or the mechanical integrity of the boat, everything just has to work! Cranchi takes care of that. Integral to the company's philosophy is paying attention to the detail. This applies to the production process, the materials used, the design of the boat, and the application of new product innovations."

Maintaining a strong brand like Cranchi takes a lot of dedication and a continuous investment in time and resources. The reliability and high quality of the Cranchi boats is clearly helping to sustain the brand's reputation. *"After having used our boats for many years, many times our customers decide their next boat should also be a Cranchi", smiles Paola. "The positive word-of-mouth helps to build a growing group of Cranchi fans."*

The boat manufacturing operation at Cranchi is said to "look like a hospital". While temperature and humidity are kept constant, the gelcoats, chopped glass and resin are sprayed by robotized equipment to

ensure process consistency and a perfect laminate performance predictability. Glass fabrics, leather and Alcantara interior materials are cut by computer-aided machines to exactly the right dimensions.

Incoming raw materials are evaluated for consistency. Engines, fire extinguishing system, and electrical systems are tested before assembly in the boat. Inside its factories Cranchi has large water basins (*"nicknamed the swimming pools"* laughs Paola). Here the finished boats receive a detailed end-inspection. Eventual surface flaws and rare production inaccuracies can be resolved, prior to delivering the boat to its final customer.

The work force at the Cranchi facilities has been building expertise over the years. Training is an essential element of ensuring a quality mindset of new employees, and for transferring expertise. Paola is delighted to have a group of experienced employees the company can build on.

Maintaining a healthy and safe working environment for its workers is important. For that reason styrene concentrations are well controlled in the Cranchi factories, and operator medical condition is under continuous monitoring. *"We rely on the skills of our work force, and obviously want to make sure they return home in good shape at the end of the working day"*, says Paola. *"The air conditioning system uses carbon filters to clean any excess in volatiles and ensures air quality is fine. Meanwhile we can avoid high electricity bills by re-using warm air in our factory after solvent extraction."*

It goes without saying that Cranchi has to use raw materials of the right quality. Paola says *"Cranchi is choosing its partners carefully"*. The company has been extremely happy with the support received from Euroresins over the years, one of the leading distributors in composite materials used for Marine applications. Euroresins is selling to Cranchi tooling systems, laminating resins, and tie coats from DSM, gelcoats, barrier coats, and bonding pastes from BÜFA, in addition to peroxides from United Initiators.

The company's slogan "Technological Supremacy" is exemplary for the way its operations are set up, but also for the way it works with its suppliers. A nice example of such collaboration has been the recent introduction of DSM's Synolite™ 1389-I-2 resin. For larger size boat series, Cranchi wanted to make several deck and hull parts with elevated laminate thickness. Obviously, surface quality had to be as good as for conventional laminates. The novel Synolite™ 1389-I-2 resin was designed by DSM to have a low peak exotherm (allowing wet on wet construction of very thick laminates), excellent wetting of the glass fiber reinforcements (resulting in high fiber content and superior mechanical properties), yielding high quality surfaces without shrinkage or strain problems at excellent production efficiencies.

"Euroresins and DSM are very proud to have been the partner of Cranchi for all these years", comments Fabrizio Bianchi, Euroresins Commercial Responsible for Cranchi. *"They can be very demanding as customer, and continuously challenge us to think with them for better ways to manufacture the boats. But we like that, as they help us to think in new directions and consequently we can bring them creative product solutions. It helps Euroresins that we have strong suppliers like DSM, BÜFA, and United Initiators, that all have quality, innovation and sustainability as key business drivers."*

Mauro Abagnale, Managing Director of Euroresins adds *"Composites have been the material systems of choice for Marine applications, because of their intrinsic design freedom and proven durability. Together with our key principals we are supporting this market already since many years, and want to make sure our customers can remain competitive and grow their business. We are delighted to see that Cranchi proves*

that the versatile composite materials can be used for making topline boats, and is setting the industry standard for professional and sustainable boat building."

DSM - Bright Science. Brighter Living.™

Royal DSM is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders simultaneously. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM's 24,500 employees deliver annual net sales of around €10 billion. The company is listed on NYSE Euronext. More information can be found at www.dsm.com.

DSM Composite Resins is a business unit of DSM headquartered in Schaffhausen Switzerland. For more information, please visit www.dsmcompositeresins.com.

Euroresins

Euroresins Europe Holding GmbH & Co. KG is Europe's largest distributor of premium products for the Composite Industry and is a fast growing European network of distribution companies operating in Benelux, United Kingdom, France, Spain, Italy, Sweden, Norway, Finland and Turkey.

Euroresins offers premium products from leading principals such as DSM Composite Resins, BÜFA Composite Systems, PPG Fiber Glass, Peroxides from AkzoNobel and United Initiators, 3A Composites core materials, and 3B CFM (Continuous Filament Mat).

The Euroresins brand represents professionalism, premium product quality, technical expertise and reliable logistics. Euroresins is the premium one-stop-shop with a complete product range for the composite applications. For more information, please visit www.euroresins.com.

Media contacts:

Euroresins
Martine van der Ent
Tel: +31 (6) 137 349 25
Email: martine.ent-van-der@Euroresins.com

DSM Composite Resins AG
Thomas Wegman
Marketing Manager
Tel: +31 (6) 8364 2884
Email: thomas.wegman@dsm.com