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Soudal wins Golden Bridge Award

LONDON - Soudal, leading manufacturer of sealants, PU –Foams and adhesives is proud to announce it was awarded the prestigious Golden Bridge Trade & Export Award for outstanding achievements in export to the UK. The judges praised the impressive track record of 40% growth during the last three years, the high degree of integration in the UK market and the array of products specifically designed for the UK market. This shows respect for local markets and a long-term vision to implement all necessary steps for sustainable growth.

Initially developed through distributors, supplied from Belgium, Soudal established a solid position as a reliable supplier to the UK construction and Do-It-Yourself industry with its own team, located in Tamworth, Birmingham. Soudal has consistently focused on growth through geographical expansion, product innovation as well as new market segments. This implies a need for local people to understand local needs to develop and create a commitment to create new solutions adapted to local situations. It is the Soudal implementation of “Think Global – Act Local”. Soudal is proud to get recognition for its hard work and will keep investing in the future. This will enable Soudal to target further market segments in the years to come.

Dirk Coorevits, Managing director of Soudal: “The United Kingdom has historically always been one of the most important export markets for Soudal. With our presence since more than 3 decades, we’ve built a very strong position in several key markets. We’re proud to win this prestigious Golden Bridge Award which shows the great efforts and dedication of our UK team.

About the Golden Bridge Award

The 'Golden Bridge Trade & Export Award' is awarded annually to the most successful Belgian or Luxembourg company exporting to the United Kingdom, in either the service or manufacturing sector. The award was created by the Belgian-Luxembourg Chamber of Commerce in Great Britain in 1997 to acknowledge the work of companies exporting from Belgium and Luxembourg to the UK. It recognises and celebrates the success of Belgian Luxembourg business in the UK and the vital importance of enterprise and export to our economy. Among the Previous winners are Brussels Airlines, Le Pain Quotidien, Primus Laundry, Desso Sports Systems and Ecover.

About Soudal

Soudal is the largest independent European manufacturer of sealants, adhesives and polyurethane foam for professional and private use. With an expected turnover of EUR 625million in 2015, over 2,300 employees and 15 production sites on 4 continents, this 100% Belgian family business, with its founder Vic Swerts still at the helm, has developed into an international player and an expert in chemical construction specialties. Continued investments in R&D, a long-term vision for innovation and adaptations to local market requirements are the foundations for Soudal's excellent performance.

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