



FACTS ABOUT

Pressalit is a Danish privately owned limited company.

Management committee:

Kim Boyter (CEO) and Dan Boyter (COO).

Pressalit A/S includes two business areas: Pressalit Seats - including the product brand SaniScan - and Pressalit Care. The two business areas are dealing with development, manufacture, marketing and sales of products for primarily bathroom designs. The business areas are pursuing individual objectives and are doing business with individual segments, but are sharing a living, fertile culture, based upon a common set of values:

We listen

- because at Pressalit we respect other people and their views. We enjoy recognition for our efforts - we believe in finding strength through being different.

We give

And receive in return. We share knowledge and experience. We believe in committed people. We believe in an interaction between you and the organisation. In a partnership that is always prepared to challenge the status quo.

We play

- because without play, there can be no development. Initially, all big ideas seem absurd. As Einstein said. That is why we give room to oddball thinking. We dare to take chances. We are bold. Also when it comes to life. We appreciate humour. And we have a zest for life.

We act

in a focused way. We are born innovators. We enjoy trying new things. By creating value for our customers - and our customer's customers. Through our actions, we are constantly renewing our credibility. We are focused. We recognise that we are assessed by our results (and not the processes). We are always prepared to do better where there is room for improvement.

Markets

Pressalit has its own subsidiaries in England, France, Germany, Sweden and Norway. The company is represented on more than 45 markets. Export share 82% (2010).

Production and production development

Pressalit manufactures toilet seats in app. 100 different models, mainly in duroplast - in app. 75 colour varieties. The product range also includes a wide assortment of wooden seats. The duroplast seats are - from A to Z - manufactured in the Pressalit factory (Isagervej 30, Ry).

The raw material - urea-granulate - is pressed in heated moulding forms under great pressure and high temperature. The pressed objects (separate seats and covers) are ground and polished, then mounted with hinge links and buffers, and finally the completed Pressalit seat is ready for packaging. As for the wooden models, seats and covers are manufactured at sub-suppliers, the jobs for the Pressalit production crew being limited to mounting with hinge links and buffers + packaging.

The Pressalit Care products are made of components delivered from sub-suppliers. Assembling and packaging are carried out at Pressalit.

Common for all products - duroplast seats, wooden seats and Care products - is that the development of the products is in the hands of our own development departments - often in co-operation with external designers. When it comes to the Pressalit Care products, the development of new products always include co-operation with user and carer groups.

Product range

PRESSALIT® seats

Pressalit Seats universal seats and special seats for distribution through the sanitary trade. OEM deliveries to the ceramic works.

saniscan®

SaniScan toilet seats and accessories for distribution over the DIY-sector (builders' merchants).

PRESSALIT® care

Specialised bathroom and kitchen solutions for people with disabilities.

www.pressalit.com



FACTS ABOUT

"The Customer in Focus"

is a key word for the activities of the company. As a leading manufacturer of toilet seats Pressalit feels obligated to aim at superiority in all aspects of its activities. The product range is currently adapted to the individual markets and widened with new models focusing on visual design, optimal function and technical innovations. The production facilities and logistics satisfy the demands that major Danish and foreign customers are entitled to place on their suppliers. The delivery guarantee is close to 100%.

Employee Policy

Training, education and further development are key words at Pressalit, reflected in an extensive course and education programme. It is the declared objective of the management that Pressalit be an interesting and attractive place of work where development of the employee qualifications forms the basis of a competent and flexible organisation.

Corporate Social Responsibility

In 2006 and 2009, Pressalit obtained the S-certificate and was thus certified as a socially responsible company. Pressalit was one of the initiators and participates actively in the project "Ry - an Inclusive Community". The project was in 2003 awarded the Danish government's Integration Award. Pressalit has joined the Global Compact by the UN. Our Code of Conduct is based on the principles in the GC and should be known by all employees; it forms the basis for our work. In general, Pressalit is a positive and considerate partner in the local community. Furthermore, the company grants considerable financial support to sports (first and foremost sports for the disabled) and cultural events through sponsorships.

History

The company was founded in 1954 where the production of toilet seats was initiated in Ry under the name of Dansk Pressalit Industri A/S. In 1962 it was fundamentally decided to start working determinedly on the export markets. This work really got rolling in 1966 when design was introduced as a competitive parameter and the first "designer toilet seat" was put on the market: Pressalit Comfort, designed by Sigvard Bernadotte and Acton Bjørn. Through-out the years, a number of other designers - Danish as well as foreign - have designed toilet seats for Pressalit. In 1976 the first Care products were introduced. The increase in turnover is reflected in the continual expansion of the production facilities - described by visitors as a production village. The factory area covers some 11,300 square metres. With the inauguration of "Maglehøj" - the sales, administration and information centre of Pressalit - in 1991 the entire company was finally united in Ry.

Prizes and Honours

- 1979: Provsbankens eksportpris (an export prize of an important Danish bank)
 - 1982: VVS-prisen (a prize from the professional sanitary trade)
 - 1985: SAS eksport-pionerprisen (the SAS export pioneer prize)
 - 1987: Arosia prisen
 - 1991: Landsforeningens DANSK ARBEJDE's initiativ-diplom (an enterprise diploma from the association called DANSK ARBEJDE)
 - 1999: By SID (Pressalit factoryworkers' union) appointed "Employer of the year"
 - 2003: S-certificate
 - 2006: Recertification of the S-certificate
 - 2007: The Danish Design prize
 - 2009: Recertification of the S-certificate
- Furthermore, Pressalit has been awarded prizes for individual products and for sales literature.

Further Information

Please do not hesitate to contact Pressalit if you need further information. You can contact the Corporate Communications department by phone (+45) 8788 8788, by fax (+45) 8788 8709, e-mail: tma@pressalit.com

Key Figures (million DKK)

	2010	2009
Turnover	460,4	460,3
Income before tax	27,6	1,6
Income after tax	11,9	0,1
Assets	308,0	318,9
Share capital	8,0	8,0
Equity	172,3	179,9
Number of employees	386	382
- of this abroad	81	70



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