

## RCR associates with Pavimenta in order to access into the Peruvian market

- *World Leader Industrial Flooring Company is looking for expansion and leadership in South America.*

**RCR Industrial Flooring**, world leader in development of commercial and industrial flooring, has signed a strategic alliance with the Peruvian company **Pavimenta**, for installing in Peru and expand its business to other markets in South America.

With consolidated revenues of approximately €157 Millions, the RCR group, with its well-known brand portfolio including widely recognized names such as Rinol, Rocland, Suesco and Placeo, is a World leader in design, calculation, manufacture and installation of industrial flooring solutions with presence in Europe, Northern Africa and South-America.

Pavimenta S.A.C. on its hand has a large experience in the Peruvian industrial flooring market, with having a consolidated leadership and strong presence in this market.

Fruit of this alliance, a new company has been created; **Rinol Pavimenta S.A.** Erik Cavalié Fiedler will be the General Manager and Eduardo Venegas Sepulveda the Sales Manager, both of them will be shareholders of Rinol Pavimenta S.A.

Deloitte Peru was the counsel used in the acquisition and negotiation process.

Besides of Peruvian industrial flooring market consolidation, RCR wants to develop new business lines in all countries of South America. On this decisive task RCR will collaborate with the local companies deploying all the acquired knowledge and experience, this deployment will be headed by:

- Mr. José Javier Martínez Falcón, 48 years old, technical engineer and one of the most experienced engineers of RCR staff with a career plenty of success as Sales Branch Manager in the Spanish company Rinol Rocland Suesco S.L.U.
- Mr. Jesús Libran Muñoz, 48 years old, engineer specialized on the structure calculation, with experience in the world of fibres as he was Sales Manager in Bekaert before he arrived to RCR and now he is the Technical and Production Manager of Rinol Rocland R&T.



On the Picture, from left to right: Mr. Eduardo Venegas, Mr. Hugo López, Mr. Eric Cavalié, Mr. Ernesto Cavalié, Ms. Cynthia Lucia Valdivia, Mr. Enrique Cárdenas y Mr. Emilio Oñate.