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NMC and EmpresasBusel foster their long-time partnership in Chile

After more than 20 years of successful commercial collaboration, NMC and Empresas Busel are reinforcing and structuring their partnership for the future by having NMC acquiring a majority shareholding in Empresas Busel. Roberto Busel, founder, manager and owner of Empresas Busel will stay shareholder, act as President of the joint venture and ensure a smooth handover to a new general manager.

NMC (www.nmc.eu) is a family business created in 1950 and aims to provide people with comfort and protection for a better life by acting as a leading growth-oriented international company in the field of synthetic foams. In its core applications of technical insulation, design elements, sport and leisure, underlays for floating floors or protective packaging and industrial components, NMC's products offer benefits such as thermal or acoustic insulation, cushioning or shock absorption, are fun to use and allow to create unique living spaces. With 16 production sites and subsidiaries in 15 countries, NMC Group achieved sales of approximately 250 million € in 2017 and employs 1650 people. The Noël family is the key shareholders of the NMC Group.

Empresas Busel (www.empresasbusel.cl) is a family business created in 1983 and specialised in the import and distribution of NMC's design elements for interior and exterior decoration. Based in Santiago, Chile, Empresas Busel is the recognized market leader in Chile, employs 25 people and provides high quality products, services and advice to a broad range of customers.

"NMC and Empresas Busel have been business partners for more than 20 years and have together developed the market for interior decoration elements in Chile. Bundling forces in a joint venture is a logical step and will allow us to further strengthen cooperation in order to seize existing and generate new opportunities in the Chilean and Latin American markets. Combining our talents and competence, we are beginning a new chapter in our confirmed partnership with Roberto and his team. We warmly welcome everybody as part of the NMC group", comments Hubert Bosten (CEO of NMC).

"We have found in NMC the ideal partner to sustain the long term success of our operations and ensure further growth in Chile. Becoming part of an internationally leading group providing top class products opens new perspectives to our people and customers", adds Roberto Busel, President and shareholder of the joint venture. "To confirm new opportunities, Empresas Busel will change name to NMC Chile. Over the next weeks and months, I will pass my day-to-day responsibilities to a new General Manager and ensure a smooth handover and transition for all. I am very glad to announce that Rodrigo Torres, former Commercial Director of Masisa, will strengthen the local team as new General Manager and join as of Monday. He will report to the management board consisting of Roger Aussems, NMC Business Unit Manager, Hubert Bosten, CEO of NMC, and myself".

We are looking forward to a successful future together.

Hubert Bosten, CEO NMC

Roberto Busel, President

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