

PRESS INFORMATION

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COOPERS' FIRE BARRIERS GO ON SHOW AGAIN IN ROMANIA

In line with its current programme to expand market penetration into Europe, Coopers recently attended the largest international exhibition of construction materials and systems in Romania – 'Construct Expo Antreprenor 2007', in Bucharest. The stand display, produced in conjunction with the Coopers' main distributor in the region, Sigura, included a working demonstration unit of the FireMaster Vertical Fire barrier.

Coopers has been a market leader in fire and smoke containment for over 30 years with major projects throughout the world, and the Company has an active policy of supporting its international distributors to enable them to provide customers with the most up-to-date products and support structure.

Andrew Cooper (MD) pointed out, "Coopers position at the leading edge of a highly competitive market has not come easy. We have put a lot of effort into developing the right products and setting up a highly effective worldwide distribution network. Supporting this network at key events such as Construct Expo is an integral part of our sales and marketing strategy."

The exhibition was attended by architects, engineers and specifiers from all over the region, and many new contacts were established during the 4 days of the show. Further shows are planned over the coming months with a view to making even further inroads into global markets.

For further information please contact Chuck Lewis at: cjl@coopers-uk.com



Andrew Cooper, MD of Coopers (left) and Mike Nicolescu, General Manager of Sigura with the demo unit that was used successfully at the show to demonstrate the features of the FireMaster Vertical Fire Barrier