

SWISSMETAL Media release

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Swissmetal enters the Japanese market for architectural bronze

At the beginning of 2006, Swissmetal, specialist for superior copper alloy profiles, got the commission to deliver bronze profiles for the façade of the luxury hotel, Peninsula, in Tokyo. This prestigious project was successfully completed not to long ago. It offers the company the possibility to break into the booming Asian construction market. In close cooperation with the German facade builder, Joseph Gartner, Swissmetal has developed and manufactured special building parts for the façade of this challenging venture. The total value of the order is about 1.2 million CHF.

With this order for the new five-star hotel Peninsula in Tokyo, Swissmetal – UMS Schweizerische Metallwerke AG entered the Asian market with the product line of architectural profiles for the first time. Swissmetal with its special alloy Dorma-A (CuZn40Mn2Fe1) and in cooperation with the German facade builder, Joseph Gartner, has a long history in satisfying high demands in facades. Several months of development were necessary for the specialists of Swissmetal to create and finish this demanding project, because the work entailed custom-made parts from the beginning.

The chosen material, a special bronze for use in architectural applications, has a unique hue, a decorative, matte-gloss, and develops over the years a natural patina protecting it against environmental influences for many years. The material is known for its longevity and needs only minimal care. Despite the cost of the initial investment which is higher than that of aluminum siding, the cost over its entire lifetime is comparable. Swissmetal is able to satisfy individual wishes of architects and construction companies, because the entire production process from casting to finishing is done in-house.

Swissmetal has extensive experience in this area and can present a number of reference projects e.g. Bank Sarasin in Bale (CH), the Main Tower II in Frankfurt (D), or the New Parliamentary Building in London (GB). The Peninsula hotel project in Tokyo just means another step forward in Swissmetal's strategy of global expansion in the area of architectural bronze profiles.

SWISSMETAL

Swissmetal manufactures and sells high-quality specialty products made from copper and copper alloys in markets around the world. Its products are mainly used in the electronics, telecommunications, aviation, petroleum, automotive, stationery and watch industries, and also for architectural purposes. In the financial year 2006, Swissmetal generated sales of CHF 357.6 million. At the end of October 2007, it employed a workforce of 756 FTEs. Based in Dornach, Switzerland, Swissmetal is listed on the SWX Swiss Exchange as UMS Swiss Metalworks Holding Ltd.

Contact:

Sam V. Furrer, Chief Communication Officer

Lucie Lusa, Manager Corporate Communications

Heinz Langendorf, Technical Marketing Manager – Segment Architecture (French)

Branka Kaiser, Technical Marketing Manager – Segment Architecture (German)

Phone: +41 61 705 36 36