

Dornach, 09 February 2009

## **After a successful run at the Paperworld trade fair, Swissmetal sees further potential for the writing instrument industry**

Swissmetal, selling under the trade name Avins, returns home with very positive results from Paperworld 2009 in Frankfurt am Main. From 31 January to 3 February, it was met with considerable interest from customers and heightened level of commercial activity. A number of long-term supply agreements were signed with several of the key customers including well-known Indian producers (Cello Writing Instruments, Indian Writing Instruments und CRI Limited).

Nickel silver pen tips from Swissmetal managed to strengthen their market acceptance based on their outstanding workmanship qualities and considerable cost benefits in comparison to steel pen tips. Precision brass and nickel silver pen tips were also in equal demand and led to countless orders for a large selection of tips such as the jumbo tip and pencil leads.

Visitors to the trade fair expressed continued strong confidence in our traditional line of high-quality products for nickel silver and brass ball point pen tips. In addition, an increasing number of the pen manufacturers are now insisting upon Swissmetal materials for their pen tips and are including the statement "Ball Point Pen Tips Produced from Swissmetal Nickel Silver" on the packaging.

Swissmetal itself managed to identify additional customer groups in new geographic regions at Paperworld and conduct interesting conversations that may lead to future business relations. Care by AVINS represents an attractive option based on its global sales organisation and presence with outstanding service in these regions with this customer base.

In these challenging times Swissmetal sincerely appreciates the strong confidence expressed by our customers at the successful Paperworld trade fair in our product line, in our product quality, and in our supply chain organisation. The company therefore expects to continue its service to the writing instrument industry over the next years.

Swissmetal produces and sells worldwide high-quality special products made of copper and copper alloys which are mainly used in the electronics, telecommunications, air travel, petroleum, automobile, stationery and watch/clock industries and in the architectural sector. In financial year 2007, Swissmetal achieved turnover of CHF 407.0 million. As at end of January 2009, the company had 672 full time-employees. Swissmetal, with its registered office in Dornach (Switzerland) is quoted on the SIX Swiss Exchange as Swissmetal Holding AG.

**Contacts:**

Sam V. Furrer, Chief Development Officer, Head of Corporate Communications

Raiko Lehmann, Senior Manager Corporate Communications, Telephone: +41 61 705 36 36