

## MORTON POWDER COATINGS CREATES GLOBAL MANAGEMENT STRUCTURE

Reading, Pa., September 25 (PRN) - Morton Powder Coatings has announced it will combine its U.S. and European operations into a new global business structure with a unified management and strategic focus. Rohm and Haas, which recently acquired Morton International, has appointed James C. Swanson as Vice President and Worldwide Business Unit Director for Morton Powder Coatings.

Says Swanson, "This new organization combines the largest producer of powder coatings in North America with the world's largest powder manufacturing facility (in Italy), and positions Morton as a leading supplier to an increasingly global marketplace." Swanson said that expanding product offerings in Europe will be a top priority for the new organization. "We intend to emphasize our very successful line of versatile and environmentally friendly thermoset and thermoplastic powder coatings throughout the region."

Morton Powder Coatings is integrating the operations of its North American operations, based in Reading, Pa., with those of Morton-Pulverlac, which is based in Romano d'Ezzelino, Italy.

Morton-Pulverlac is the largest provider of powder coatings in Italy, noted for their Qualicoat and GSB-approved architectural powders.

Noted for their new technology development, applications expertise, and value driven customer service, Morton offers the industry's most comprehensive line of durable, cost-effective, versatile and environmentally friendly thermoset and thermoplastic powder coatings.

Thomas P. Frauman, marketing manager, will coordinate the worldwide marketing effort. Gilberto Brocca will continue to lead product management in Europe, reporting to Rino Atti, general manager, Morton-Pulverlac.

For information or a product brochure, call Morton Powder Coatings customer service at +1-800-367-3619 (United States), +39 0424 511167 (Europe), or e-mail [tfrauman@rohmmaas.com](mailto:tfrauman@rohmmaas.com).

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