



Together into the future, quality guaranteed

After a series of in-depth strategic discussions, the partnership between the Netherlands-based company PolyMX bv and the German company CITO-SYSTEM GmbH has now been sealed. CITO is teaming up with this successful company as a partner.

Both companies have been liaising for several years and, as a result of CITO's heightened focus on materials used for cutting die manufacture and its international distribution network, the common goals on both sides have become increasingly evident – which makes this new partnership a logical move. Over the past few years, POLYMX has grown to become the quality leader in ejection material for both rotary and flatbed diecutting. CITO is well-known in the industry as an exceptionally innovative company.

Based in northern Bavaria, CITO enjoys a reputation as one of the world market leaders in creasing and diecutting technology. POLYMX products are highly

regarded by leading processors of cardboard and corrugated board due to the company's position as global quality leader. This collaboration will therefore open up new opportunities for further optimization of the processes involved within packaging production. CITO clearly affirms that POLYMX will remain an independent company. Its production site in the Netherlands will very quickly undergo further expansion to provide another boost to its production capacity. During the first few months of 2017, POLYMX sales have already risen by approx. 35 %.

Joining forces will create a strong partnership from which the whole industry will benefit. CITO takes its

R&D work very seriously and has made innovative research a top priority for many years, ploughing 10 % of its turnover back into R&D. Their exceptionally well-equipped research and quality laboratory located in Schwaig bei Nürnberg and their newly-opened DFG CENTER allow them to carry out their practical development work.

Jürgen Mariën, CEO of the CITO GROUP, said: "We have so many ideas on ways to optimize the diecutting process – and ejection material is a key factor here. I am delighted that we have been successful in forming a partnership with POLYMX because it gives us the opportunity to put our joint ideas into practice by working together with a manufacturer." The type of ejection materials used has a significant impact on the productivity of rotary and flatbed dies. So far, there have been hardly any products developed specifically for this process – in fact, the materials used are more or less "waste products" from other industries.

Any specialist in the industry today will know that these two techniques have fundamentally different physical requirements. Oliver Kellermann, R&D Director at CITO, said: "We have already come a long way

with our analysis. I think it's brilliant that we can now cooperate directly with our partner POLYMX."

The POLYMX/CITO partnership is an ideal win-win situation. Both sides can contribute their respective know-how, but the real winners are the cardboard and corrugated board processors who are gaining a strong, new partner with whom they can continue optimizing their processes.

POLYMX MD, Cees van Golverdingen, added: "Thanks to CITO's worldwide sales network, POLYMX is able to focus again at the production of high quality polyurethane products. This ensures and continues the success of POLYMX. In the future we will concentrate on improvements to our existing products, innovations that provide added value to the diecutting industry and other synergy effects resulting from this cooperation."

As of now, the same slogan "partner for success" applies to POLYMX and CITO, too.

Jürgen Mariën