



# Plasson Ltd.

## Line of Business

Manufacture of Plastic Products and Installation

## Established

1963

## Leading Executives

Mr. Gershon Peleg  
Chairman

Mrs. Tova Posner Henkin  
CEO

Mrs. Nira Dagan  
Mr. Ofer Borovsky  
Joint CFO's

Based in Kibbutz Ma'agan Michael, Plasson manufactures plastic connectors and accessories for plastic pipes, poultry drinking and feeding systems, and flushing cisterns. The company exports close to 90% of its products.

## Company History and Ownership

The kibbutz established Plasson in 1963. Plasson employs more than 500 people at its main kibbutz plant and another 350 at subsidiaries around the world. The company went public on the Tel



Aviv Stock Exchange in December 1997. Ma'agan Michael holds about 69% of Plasson's stock. Plasson has 12 subsidiaries in Israel and abroad, most of them are fully owned by Plasson and others are owned in partnership with local entities. Some of the subsidiaries deal exclusively in production or marketing while others do both.

## Product Lines

### Polyethylene Pipe Fittings and Valves

Plasson is a global leader in the production of plastic pipe connectors, offering thousands of different types of fittings and valves.

Most of the components Plasson manufactures and markets are fittings for connecting pipes. The company makes five different series of fittings for polyethylene (PE) pipes, including electrofusion fittings for connecting pipes used to convey gas, water and telecommunications, compression fittings for pipes used to convey water and other fluids, super fittings for high-pressure applications, "Agrifit" and "Irrifit" fittings for horticulture and agriculture applications.

**PVC Pipe Fittings and Valves:** These fittings for joining PVC pipes, by cementing or screwing, for the conveyance of fluids. Plasson markets a line of more than 500 PVC items (fittings and valves) for industrial, urban and agricultural applications.

**Poultry Drinking and Feeding Systems:** Plasson manufactures various systems for the controlled supply of water to birds in poultry houses, including polypropylene bell drinkers, automatic cup systems and nipple drinking systems. Additionally, Plasson produces and markets automatic feeding systems for poultry. The principal markets for these poultry drinking and feeding systems include the United States, Brazil, the Far East and Israel.

**Sanitary Products and Receptacles:** The main product in this category is the dual-quantity flushing cistern, which is available in several models. It is sold primarily to the Israeli market. Plasson also imports and markets supplemental bathroom products.

## Marketing and R&D

Exports account for close to 90% of the company's sales. Plasson has developed a global marketing network based on nine wholly-owned subsidiaries in Italy, Germany, England, France, Australia and Brazil and joint venture marketing and manufacturing companies in other countries. Plasson products are sold in more than 80 countries.

The company devotes considerable resources to R&D, as an essential means to maintain its leading market position and extend its product range. In addition to its manufacturing and logistics operations, Plasson maintains technical divisions responsible for mold design and manufacture, automation, and quality control.

## Sustained Growth

For years Plasson's operations have grown steadily, with turnover growing about 5%-8% a year. In 2009, annual sales rose above \$250 million. The company attributes its success to its commitment to quality, fair dealing, and respect for the customer's views and needs. The company has a well-defined strategy for future growth, centered on the further development of its product range, as well as expansion into new products and geographical markets.

 **PLASSON**

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