

PRESS RELEASE

Sirmax Group Launches the New Electrical & Electronics Business Unit

€3 Million Investment to Strengthen Research & Development and Sales Teams in Italy and at International Plants

A strategic sector alongside the core automotive and household appliance markets

Sirmax, headquartered in Cittadella (Padua) and specializing in the production of thermoplastic granules for a wide range of applications, is now **firmly focused on the electrical and electronics sector**. **The company has launched a new strategic business unit** dedicated specifically to this area. Alongside its core markets – automotive and household appliances – Sirmax is now investing in a sector expected to see strong global growth.

The Electrical & Electronics division will be driven by a strong focus on innovation and the development of specialized expertise, with the hiring of professionals from the electrical sector. The Research & Development center at the plant in San Vito al Tagliamento (Pordenone), where engineering compounds production is concentrated, will be upgraded, **mirroring recent enhancements to research and production activities in India**, the Group's Asian hub, where engineering compounds are also among the key products. The Indian plant in Palwal has recently undergone a revamp, doubling its production capacity.

Sirmax already produces for the electrical and electronics market, but the current goal is to structure the business and manage resources and production processes more effectively to meet the needs of customers worldwide. The company can rely on its critical mass and broad product range to achieve economies of scale, as well as its global presence and production network, thanks to 13 plants across Europe, the Americas, and Asia. These two strengths support a third key asset: investment capacity.

The total investment in the new strategic production division amounts to approximately €3 million, which will be allocated to laboratories, UL certifications, and dedicated personnel. The new Business Unit will be led by manager Alberto Priore, who will be responsible for analyzing target markets, identifying emerging trends, and providing valuable insights into competitors and commercial opportunities. Priore will also propose and implement innovative commercial strategies aimed at increasing sales in both volume and profitability.

"We believe that the electrical and electronic sector will increasingly come under the control of large, strategically focused groups in the future. Today, it's essential to operate on a global scale, have strong commercial capabilities, and be able to invest in product development. This sector is set to grow, driven in part by the use of green materials derived from post-consumer plastic waste," explains **Sirmax President and CEO Massimo Pavin**.

Sirmax compounds for the electrical and electronics sector are used in both industrial and civil applications, such as wiring, electrical panels, switches, battery components, and connectors, and in all cases where materials with high thermal resistance are required. They are also becoming essential for the development of technologies used in Artificial Intelligence (AI).

This sector, which experienced significant growth for Sirmax in 2024, requires high-performance compounds that meet stringent international standards. In response, the company has increased production of recycled (green) grades and self-extinguishing (flame-retardant) compounds— which are granules capable of suppressing, reducing, and delaying the spread of flames. To support this, Sirmax has upgraded its plants in the United States and Poland to meet the growing demand for innovative solutions that enhance fire safety across a wide range of end applications.

Sirmax Group

Sirmax Group, with headquarters in Cittadella (Padua), is Europe's leading independent manufacturer, and among the top global manufacturers, of polypropylene compounds, engineering polymers, post-consumer compounds and bio-compounds used across all sectors: automotive, household appliances, power tools, electrical, electronics, construction, and furniture. Active since the 1960s, Sirmax now boasts 13 production plants: six in Italy (Cittadella, Tombolo, Isola Vicentina, San Vito Al Tagliamento, Salsomaggiore Terme, and Mellaredo di Pianiga), two in Poland (2006-2019), one in Brazil (2012), two in the US (2015-2020) and two in India (2017). Sirmax also has a sales office in Milan, Italy, and other branches in France, Spain, and Germany. Sirmax has acquired significant market shares in Europe, North & South America, and Asia, and has become a global player on the international market. Sirmax counts 850 staff members and reported turnover of €420 million in 2024.

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