**February 2019**

**Trelleborg Launches New Chinese Language Website Focused on Offshore Solutions**

Reinforcing its commitment to develop new and consistent digital communication tools, Trelleborg’s offshore operation has launched a new easy to navigate Chinese language web site.

Geir Otto Amundsen, Vice President Business Development with Trelleborg’s offshore operation, says: “With its tireless efforts toward innovation and modernization, China has the dual charm of tradition and internationalization. Its booming economy and vast market have made China's development an important engine of the world economy.

“After appointing Ralph Wu as our Sales Manager for China, we knew we needed to support his efforts with an easy to navigate website in Chinese so that we can build local relationships with customers within the oil & gas, and renewables markets.

“Our confidence in China and the Chinese market is strong and we look forward to promoting our technological innovations in the region. In addition, we plan to gradually deepen our business footprint and investment locally to become closer to our customers while making it easier to do business with us.”

Visitors to the new website can easily access everything from product information to blogs with the click of a mouse or swipe of the finger. In addition, the new homepage ensures users can find the information that they need quickly, highlighting the full range of content accessible through the site. The whole site is optimized for mobile and tablet, thanks to the responsive site design, which automatically adapts any page to the viewing resolution of the device used.

The new website supports Trelleborg’s strategy to strengthen its positions in attractive market segments.

Visit the new website: http://www.trelleborg.cn/offshore

**~ENDS~**

**For press information:**

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**Notes to Editors:**

**Trelleborg’s offshore operation and Trelleborg Group**

Using advanced polymer material technology, Trelleborg’s offshore operation provides high integrity solutions for the harshest and most demanding offshore environments. As part of the Trelleborg Offshore & Construction Business Area of Trelleborg Group, **Trelleborg’s offshore operation** specializes in the development and production of polymer and syntactic foam based seismic, marine, buoyancy, cable protection and thermal insulation products, as well as rubber-based passive and active fire protection solutions for the offshore industry. Within its portfolio are some long established and respected brands including, CRP, OCP, Viking and Emerson & Cuming. Trelleborg’s offshore operation has been providing innovative solutions to the industry for over 30 years. [www.trelleborg.com/offshore](http://www.trelleborg.com/offshore)

**Trelleborg** is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of about SEK 32 billion (EUR 3.28 billion, USD 3.69 billion) and operations in about 50 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com.