



Release Immediate: June 2013

TRELLEBORG TAKES ENVIRONMENTAL COMMITMENT TO A NEW LEVEL

Trelleborg, a global developer and supplier of tire and complete wheel solutions for the agricultural industry, has further enhanced its environmental commitment according to the company's Blue Dimension™ concept.

As part of the initiative, starting from July 2013, Trelleborg will print all promotional materials, such as brochures, leaflets and technical catalogs, using only recycled paper certified by the FSC® (Forest Stewardship Council), an international certification program that promotes environmentally appropriate forest management. Being FSC® certified shows that Trelleborg complies with the highest standards on the market.

Lorenzo Ciferri, Marketing Director Agricultural & Forestry Tires at Trelleborg Wheel Systems, says: "This pledge underlines the company's commitment to reducing the total environmental footprint of our product and solutions. Trelleborg is applying a methodology called life cycle assessment (LCA), which is the systematic analysis of the environmental impact of products during their entire life cycle.

"The ultimate aim is to increase environmental performance across the product's entire life, from design to product recycling. LCA, with its eco-design tool, helps us make decisions on how to minimize our environmental footprint by improving the sustainability of all our operations. It not only allows us to understand where we generate carbon and other gas emissions during the use of our tires, but also provides us with an overall view of every aspect of product life, including marketing and communication activities related to the product, such as leaflets and catalogs."

The new marketing materials will be showed for the first time at the leading agricultural exhibition Agritechnica 2013 in Hannover, Germany, on November 10 - 16.

-ENDS-

For **press releases** from Trelleborg Wheel Systems visit the Press Room at www.trelleborg.com/wheelsystems.
For more **images** visit the image bank at www.trelleborg.com/wheelsystems

For **more information** or **high resolution** pictures, please contact:
Roberta D'Agnano, PR & Events, Trelleborg Wheel Systems.
E-mail: roberta.dagnano@trelleborg.com



For press releases of the **Trelleborg Group** visit the Trelleborg Media Center. The section Products and Solutions allows you to select news by sector www.trelleborg.com/news

Company and profile of the Trelleborg group:

Trelleborg Wheel Systems is a leading global supplier of tires and complete wheel systems for agricultural and forest machinery, forklift trucks and other materials-handling vehicles. The company offers highly specialized solutions to create added value for customers. Trelleborg is partner of all leading manufacturers of tractors and agricultural machines. It has annual sales (2012) of 443 million Euros, 2391 employees and 6 factories around the world. Trelleborg Wheel Systems acquired at the end of 2012 Maine Industrial Tire, a U.S.-based market leader specializing in solid tires for vehicles, with 635 employees and 2 factories. www.trelleborg.com/wheelsystems.

Trelleborg is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative engineered solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of about SEK 21 billion (EUR 2.3 billion, USD 3.2 billion) in over 40 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems. In addition, Trelleborg owns 50 percent of TrelleborgVibracoustic, a global leader within antivibration solutions for light and heavy vehicles, with annual sales of approximately SEK 14 billion (EUR 1.55 billion, USD 2.2 billion) in about 20 countries. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on NASDAQ OMX Stockholm, Large Cap. www.trelleborg.com