

FROM BRUSSELS TO VALINHOS



(1) Ann, Damien and kids getting ready for Brazil.

A BIG OPPORTUNITY!

Valinhos, city at 80 km from São Paulo, was chosen as registered office for the new company. A small 1000 m² building was rented (2) and prepared to receive the first coating, slitting and lamination station.

REALIZING A DREAM...

In July 1999, Ann and Damien left Belgium (1) to start a new life in Brazil. Damien had been frequently travelling to Latin America for the company Avery Dennison he worked for at that time. These trips inspired him for a business of his own in the region. The lack of many local suppliers of closing systems for the hygiene market in the region created a business opportunity.



(2) First production plant in 1999.



(3) Start of PARAFIX team installing Coater.

GROWTH

Parafix started with 3 operators and one quality control (3) and initiated as such its activity and learning curve in the production of adhesive diaper tapes (4).

NEW HORIZON

In 2003, a difficult economic situation combined with a strong devaluation of the Real forced the company to speed up its entrance in the export market and verticalize its production process. New representatives for the Mercosur and Andina region joined the commercial team.



(4) Business getting on track

A PROMISING BUSINESS

With the expansion of its business, industrial facilities also expanded with the acquisition of a silicone station. At that time, Parafix successfully received the ISO 9001 Certification.

In 2004, 70% of sales was generated by export, mainly to the Andina Region. By receiving in foreign currency, the company improved its financial result with challenging ideas of an own building as result (5).



(5) Customer Service 2002.

NEW BUILDING



(6) New PARAFIX plant.

OPENING

In May 2005, Parafix proudly inaugurates its new 3500 m² plant (6-7).



(7) Inauguration party at the new PARAFIX.

ROYAL VISIT



The then Prince of Belgium, S.M. Philippe, currently King of Belgium, honored the company with His visit during an economical mission (8).



(8) Visit of Prince Philippe at Parafix in 2005.

NEW PRODUCTS

During this period, the business was growing under the impulse of new product categories (9) : adult diaper and mechanical tapes and resale of industrial tapes from PPI, Ireland.

PARAFIX employed at that time more than 50 employees and their work brought market recognition of product quality and professionalism.



(9) New productlines.

EXPANSION

The industrial park (10) continued to grow with the acquisition of a coater station with inline siliconization and new PUR lamination technology. The lamination capacity was expanded with 4 new laminators for different tape constructions. The plant was certified ISO 14000.



(10) New plant with new equipments.

APLIX



(11) APLIX - global presence

JOINED EFFORTS

In February 2012, Aplex entered as majority shareholder in the capital of Parafix, which brought new products, new investments and other benefits for Parafix.

Parafix board was partially composed with representatives of Aplex with the participation of Sandrine Pelletier, Managing Director at Aplex SA and Fabrice Billarant, Deputy Managing Director Marketing & Sales at APLIX SA (12).



(13) Local Production: TBW, STAMP and EFT.

NEW MARKETS

In addition to the hygiene and automotive market, Parafix started its entry into different industrial applications (14) such as aeronautics, cleaning, medical, civil construction, packaging, military, etc.



(15) Land for the new building in Vinhedo.

THE NEXT BIG STEP

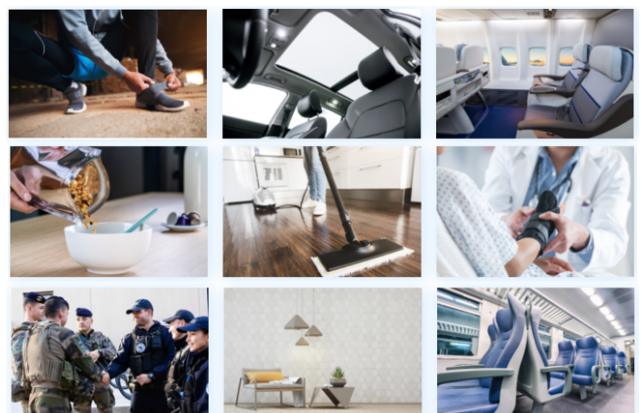
In 2011, APLIX (French family multinational company with operations in France, United States and China) showed interest in the Latin American market (11), when PARAFIX was looking for more technology to increase the product range and open business in other market segments, such as automotive and industrial. Both parties understood that joining forces could bring countless benefits.



(12) Fabrice Billarant and Sandrine Pelletier .

LOCAL PRODUCTION

Major investments in new production lines for the hygiene market followed (13), such as a TBW line for frontal tape, a STAMP line for the manufacture of extruded hooks and an EFT line for the manufacture of elastic ears for diapers. Parafix started also with fixing solutions for seats and ceilings for the automotive market: a die cutting press and a tear for production of AUTOLOOP were purchased and installed in two newly added warehouses.



(14) Performing markets of Parafix

LOOKING FORWARD

Parafix started a partnership with GRINSUL, for the commercial representation of its hook products and market diversification. With this further growth, space became again problematic. Parafix started looking for a piece of land (15) to unify its operations in a new building.

FROM VALINHOS TO VINHEDO



(16) New plant 2020.

ON THE MOVE

In March 2020, Parafix started the construction of a new factory in Vinhedo (16): 17.000 m² construction on 40,000 m² land. In March 2021, the factory is operating at full capacity (17).



(17) Operating unit in Vinhedo.



(18) New visual identity .

FULLY NEW!

A new logo (18) was created to symbolize the new strategic plan for 2020-2030 with innovation, digitalisation and diversification as main goals.

As the world is eager for new solutions, the innovation and sustainability departments will help to guide Parafix to build a better future for everyone.

CSR POLICY

As member of the Aplex group, Parafix has incorporated a CSR approach in their long-term vision, demonstrating its concern with social issues and contributing actively in view of a responsible and sustainable future. Parafix is also committed to respect diversity, safety, health, and well-being of its employees (19) as key ingredients of a pleasant and motivating work environment.



(19) Some of our co-workers.

THANK YOU!

We thank our employees, customers, suppliers, institutions and shareholders who put their daily trust in us for the continuation of our history. And we thank all those who will continue to believe in the company and its collaborators to write the next chapters of this ongoing journey.



(20) Damien - CEO Parafix.

Damien Grimmelprez
March 2021.