

## **PRESS-RELEASE**

### **NORRES Cable Protection Systems successfully repositioned**

**Sales up 35%**

NORRES, the Gelsenkirchen based hose manufacturer, is delighted to report an exceptionally healthy 35% increase in sales of its cable protection systems. The first fiscal year after this business unit was repositioned ended on September 30, 2008. The main reasons for the highly encouraging figures are the new product range, revamped at the beginning of the year and exhibited at the Hanover Fair, and a series of exciting innovations. Managing Director Burkhard Mollen offers his explanation of the steep upward curve: "Above all, many customers have come to appreciate the advantages of our consistent strategy of stocking not only all products in our standard range but also customised solutions for conduit systems. This enables them to optimise their processes, reduce their own inventories and improve their working capital." Despite the present financial crisis, NORRES expects the positive trend in this business segment to continue in the next fiscal year. The Industrial Hoses business unit, whose fiscal year runs until December 31, 2008, will likewise record a further significant rise in its sales figures.

**Picture:** Cable protection

**Text length:** 1.270 characters (incl. space characters), 149 words

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