

Press Release



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For Immediate Release

Carbery Celebrates 35 Years Of Success

Storage tank specialist Carbery Plastics Limited, is this year celebrating thirty-five years in business. Based in Clonakilty, Co. Cork in the South West of Ireland, Carbery is today a leading European manufacturer of rotationally moulded, plastic storage tanks.

During the past 35 years, Carbery's founder and Managing Director, Michael McCarthy has witnessed significant changes in the storage tank industry.

"The industry today has changed beyond all recognition", admits Michael. "In 1977, a plastic bunded tank was unheard of, the internet was unknown and coal posed the biggest threat to the continued success of the oil heating industry. Today of course, bunded tanks are now the norm, web based technologies are central to the success of our business and in most parts of Ireland and the UK, coal fired central heating is but a distant memory."

"Carbery has of course changed too over the years, in response to changing customer requirements and market demands. Initially, most of our product sales were to customers in the immediate area, whereas today Carbery products are sold to customers across Ireland, and exported to a growing number of UK and EU markets. We've invested in our production and engineering processes over the years; today our Clonakilty plant is a globally recognised centre of excellence for the manufacture and design of rotationally moulded products. And of course we've demonstrated our commitment to look after the most important people in our business too – our customers – through significant investments in new product development, sales, marketing and customer support."

For any company celebrating such a significant milestone, it must be tempting to look back and reminisce. However, as UK Sales Manager Mark O'Connell readily admits, at Carbery, the focus is very much upon the future.

"Carbery's success over the years can in part be attributed to product development, innovation and responding quickly to customer needs. Today, we probably have the strongest new product pipeline in the company's history. During the year, we'll be launching important new additions to strengthen the Carbery range, with the first product set to debut at FPS EXPO in April. Building on our success in mainland

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Europe, we're preparing to enter a number of new geographic and product markets. And closer to home, we've made significant investments in our sales and marketing operation too, with John Switzer joining our marketing team and my colleague Jill Turner becoming Carbery's UK Sales Co-ordinator.

"However, whilst we invest and plan for the future, we remain fully committed to servicing the requirements of our customers. During the past 35 years, storage tank manufacturers have come and gone, whilst others have disappeared without a trace after being absorbed by large, multi-national, conglomerates. As a company which prides itself upon its independence, we recognise that ultimately the success of any business will be determined by its customers. That's why today, we remain fully committed to those values which have served us well during the past 35 years, namely honesty, integrity and professionalism, whilst simultaneously delivering products and services which exceed the expectations of our customers." explains Mark.

For more information on Carbery Plastics Limited and today's Carbery range, click or tap www.carberyplastics.com Alternatively, visit Carbery Plastics Limited on Stands C65/66 at FPS EXPO, Harrogate, 18 – 19 April 2012.

Message Ends.

About Carbery Plastics Limited: Established in 1977, Carbery Plastics Limited is today, a leading Irish manufacturer of rotationally moulded, storage tanks and containers. The Carbery range includes single skin and banded oil storage tanks, Fuel Point diesel storage and dispensing tanks, agricultural, construction and recycling products. All Carbery branded products are manufactured in the company's ISO9001 accredited production facility in Clonakilty, West Cork. For more information on Carbery Plastics Limited, visit Carbery online at www.carberyplastics.com

Image Support: Please see attached photograph of Mark O'Connell, UK Sales Manager with Carbery Plastics Limited.

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