

## Press Release



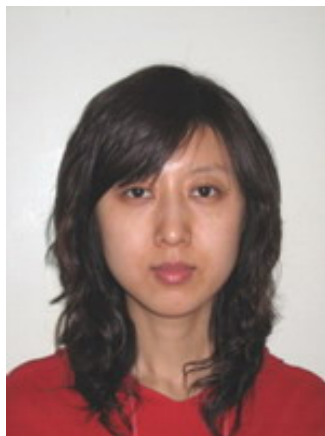
### Personnel: LOBA global

Ditzingen, February 2009. LOBA, the specialist for hardwood and parquet floors, is ramping up in various areas. The company has taken further steps in its internationally planned growth strategy in the countries of China and in the US.



**Alfred Melka** (37) took up his new post as **Vice President** for the US subsidiary **Loba-Wakol LLC, Kannapolis**, in mid-November 2008. In his previous position Melka served as a Key Account Manager and Head of the NAFTA Region in the chemical industry. Originally from Austria, Melka will complement the existing team with his extensive US experience in order to further improve the market position of the Loba-Wakol USA organisation.

*Contact information: Loba-Wakol LLC • 1604 N. Main Street • Kannapolis, NC 28081, USA*



On 1 March 2009 **Li Liang** joined the staff of the LOBA Representative Office in Shanghai, which was opened in 2007. Before joining LOBA, Li worked for a paint manufacturer in Tianjin/China in the area of industrial parquet finishing. Her work focused on research and development as well as customer support in technical matters. Li brings her expertise to the team of the **LOBA Representative Office in Shanghai**, above all in the area of technical support for both industrial customers and customers who purchase LOBA products for manual application. She will also support the LOBA sales team in their strategic market-cultivation work.

*Contact information:*

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*LOBA, specialist for parquet and hardwood flooring – since 1922.*

*LOBA is one of the leading manufacturers of floor finishing and floor-care systems for parquet, wood and cork floors in Germany. LOBA is the only company in its industry that concerns itself exclusively with these products. This long-standing family-run company has become the technology leader in Europe owing to its strong specialisation and innovative strength. Flooring professionals in 50 countries around the globe swear by the environmentally friendly, waterborne finishing systems from LOBA and the unrivalled quality standards. The extensive product range also includes floor oils and waxes, products for industrial use and cleaning and maintenance products. All LOBA products are manufactured in Ditzingen near Stuttgart*

If you have any questions or would like to request photos or graphic material please contact:

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