

Announcement from Bekaert

March 15th, 2010

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Bekaert showcases new and eco-friendly coated book binding wires at IPEX 2010

Discover Bekaert's latest book binding solutions at stand 20-E670

Bekaert, worldwide technological and market leader in drawn steel wire products and advanced coatings, highlights its latest coated book binding wires at IPEX at the National Exhibition Center in Birmingham from May 18-25, 2010.

For the 2010 edition of the fair, Bekaert presents visitors with its traditional range of Metalobind[®], Nylobind[®] and Tinobind[®] wires as well as two completely new products: Bekaert glow-in-the-dark book binding wire and our latest contribution to eco-friendly bookbinding solutions - the Ecobind[®].

Ecobind[®]: in sync with nature

Ecobind[®] is a bookbinding wire coated with an eco-friendly or 'green' polymer derived from natural resources. Ecobind[®] is as durable as any other regular polymer coated wire, but unlike petro-based coatings, this coating decomposes completely when left in an industrial composting environment. The amount of CO₂ emitted by decomposing green polymers is the same amount as has been absorbed by the plant of which the raw product was derived from in the first place. Ecobind[®] thus fits perfectly in the cycle of nature.

Marcelo Xavier, Bekaert's global segment manager for book binding wires, comments: "Ecobind[®] is the result of years of research and development at Bekaert's technology centres. In times when we all need to make a big effort to save our world's natural resources, innovations like these are particularly welcome."

"Bekaert has a global reputation for producing top-quality products." Mr. Xavier adds: "It's very rewarding to come up with a renewable, environmentally friendly alternative to polymers derived from petrochemical products."

Bekaert glow-in-the-dark book binding wire - the luminous touch to stationery

Another new product that Bekaert will be introducing at IPEX is Bekaert glow-in-the-dark book binding wire. This specific wire is coated with a special polymer that absorbs energy from any source of light. Once the wire is put back in the dark, the coating remits that energy in a soft greenish glow providing stationery with a luminous touch. This new wire allows marketing service providers to offer an added value to the print work of their customers.

Mr. Xavier adds: "We welcome everyone at booth 20-E670 to check out our wide range of book binding solutions. I look forward to the energy of Ipex 2010 and the interaction with our customers so we can continue to provide them with optimal service and quality."

About Bekaert

Company profile

Bekaert (www.bekaert.com) is a global technological leader in its two core competences: advanced metal transformation and advanced materials and coatings, and a market leader in drawn wire products and applications. Bekaert (Euronext Brussels: BEKB) is a global company with headquarters in Belgium, employing 23 000 people worldwide. Bekaert pursues sustainable profitable growth in all its activities and generates annual combined sales of € 3.3 billion.

Bekaert bookbinding wire: consistent quality world wide

Bekaert has more than 30 years experience in manufacturing coated bookbinding wires of the highest quality and performance. As we are active in more than 120 countries Bekaert is able to produce and keep large stocks of bookbinding wire in most of the global regions. Thanks to our global presence we can guarantee our customers wires of consistent quality and timely deliveries wherever they are located.

High resolution pictures are available with Sara De Craemer at sara.decraemer@bekaert.com. Journalists who are interested in receiving more information or an interview with Marcelo Xavier during Ipex 2010 can contact Duomedia Publications Relations via mail at maya.s@duomedia.com or via phone at +32 2 454 85 50.