



**IAL Consultants**  
CP House, 97 – 107 Uxbridge Road  
Ealing, London W5 5TL UK  
Tel: + 44 20 8832 7780 Fax: + 44 20 8566 4931

**PRESS RELEASE**

**1 DECEMBER 2004**

---

## **IAL CONSULTANTS AWARDED CONTRACT FOR STUDY FOR ALLIANCE FOR THE POLYURETHANES INDUSTRY (API)**

IAL Consultants has been awarded a contract by the Alliance for the Polyurethanes Industry (API), a business unit of the American Plastics Council, to undertake the End Use Market Study of the Polyurethane Industry in NAFTA (United States, Canada and Mexico) for 2004. Having conducted reports on the polyurethane industry in Europe and Asia Pacific, this new assignment allows IAL to complete a study of a major part of the global market until now, missing from their portfolio.

“ We’re really looking forward to the challenge of producing a useful marketing tool for the API and its members, as well as assisting the organisation to grow its membership and knowledge of some new and exciting sectors”, stated Angela Austin, one of the team members responsible for this project.

The initial start up meeting between the API Task Force led by Tom Patrosh of BASF North America and key members of IAL’s team led by Frank May and Angela Austin was held recently at IAL’s offices in Mount Olive, N.J. It is hoped that the study will be of value in assisting the API to increase its understanding and possible member representation amongst the CASE sector of the PU market, as well as increasing their understanding of the fast growing industry in Mexico. Over 400 interviews will be undertaken with end users, processors, and raw material manufacturers during the first half of 2005 in order to develop a current picture of the polyurethane industry in this region of the world. Data will be presented for the year of 2004 and compared to previous data for 2002 and 1998.

A presentation of the main results will be made by IAL Consultants at the API Technical Conference and Trade Fair to be held in Houston during October 2005. The final report will also be available for purchase at this event and afterwards through the API Website.