

# **Dead Sea Bromine Company Signs Agreement With the Japanese Company, Manac, For the Production and Marketing of a Flame Retardant**

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Dead Sea Bromine Group (DSBG), a leading company in the production of bromine and bromine derivatives, has recently signed an agreement for long-term cooperation with the Japanese company, Manac, for the production and marketing of a flame retardant for engineering plastics. Projected sales during the first year of production are about \$2 million and the market potential is estimated at \$30 million per year.

According to the agreement, DSBG will receive the rights for the production and marketing of the flame retardant, Brominated Polystyrene (FR 803), for engineering plastics for the world market in return for annual royalties to be paid to the Japanese company.

Asher Grinbaum, President and CEO of DSBG, noted that the agreement is another step forward in expanding cooperation between the Israel Chemicals Ltd. (ICL) Group and leading companies in the world, particularly in Japan. According to Grinbaum, the present transaction is part of DSBG's global strategy of expanding its product mix, through agreements with leading companies worldwide. He noted that this is DSBG's third partnership with a Japanese company, thereby furthering DSBG's involvement in Japan.

DSBG is a world leader in bromine, producing about 35% of the world's total elemental bromine production. Its main markets are Western Europe, the Far East and North America. DSBG is a wholly owned subsidiary of ICL.