



Coveme Host Media Tour: Strong Demand of Backsheet Product in China, To Invest New Production line in Zhangjiagang

9 April 2014-Zhangjiagang, Coveme hosts Media Tour Zhangjiagang. Since Coveme opened its Zhangjiagang factory in 2011, the PV industry in China has undergone a tough winter. Entering 2014, domestic policy show positive sign supporting domestic PV industry. China's PV market steps into a warm spring. With the latest trend in the industry, Coveme as the leading PV backsheet manufacturer held the media tour to communicate with the press focusing on the company's new strategy to face the challenges. Coveme thinks the demand of backsheet product in China is strong and plans to invest in new production line in June.

With the expansion of distributed projects and the popularizing of household PV products, would that mean the big-scale field projects will decline? Deputy Director of Coveme Asia, Mr. Fabio Menicanti says, " We don't see a decline in field projects but simply a shift away from government funded projects. Projects to be attractive for private investors are thoroughly analysed for cost efficiency, high yield and durability. For these aspects back protection is vital, and Coveme backsheets top league."

In terms of product technology, PV industry also shows many new trends. For example, the double-glazed solar PV module is said to have higher efficiency in power generation and is more suitable to apply in BIPV. Would competing products like that jeopardise Coveme's business? Mr. Fabio Menicanti says, "Cost pressure and market segmentation to become more and more of an issue. However, Coveme has a highly differentiated range of backsheets, offering the best solution for large-scale, rooftop and BIPV. Coveme works closely together with the largest global manufacturers, and has a long-term investment in back contact technology. Those strategies ensure the innovative advantage of Coveme's products"

Over the three years of entering China, Coveme has obtained a more than satisfactory market share. Mr. Fabio Manicanti says, "The Chinese market is priority for Coveme and the company will invest in new production lines in its Zhangjiagang site. Furthermore, more and more Chinese companies are becoming global players with the acquisition of companies or outsourcing outside China, eg. Astronergy (Conergy), Hanwha (Q-Cell) and Renesolar (OEM production in Europe). Coveme is the only backsheet supplier with a production plant in both Europe and Asia and thus best positioned and ready to support Chinese clients also in their

foreign subsidiaries.”

About Coveme:

Coveme founded 1965 in Bologna and started its business as a distributor of flexible insulation materials for the electrical and electromechanical industries. Now Coveme has become the world leader in treating and converting polyester films. Coveme’s film product is widely employed in biomedical applications, automotive circuitry, the electromechanical industry, high performance labels, wind energy, radio-frequency identification (RFID) antennas and solar photovoltaic. Specifically in the photovoltaic industry, the company holds a primary position on a global scale with its backsheet product range. In 2011, Coveme inaugurated its second successful manufacturing plant located in Zhangjiagang, which makes it the first European company who owns production in China.

For more information

Please contact: Yvonne Morguet

Tel: +39 051 6226 111