

**From:** Priester, Nicole <NicolePriester@gov.sc.gov>  
**Required:** Priester, Nicole <NicolePriester@gov.sc.gov>  
Webb, Beth <BethWebb@gov.sc.gov>  
Symmes, Brian <BrianSymmes@gov.sc.gov>  
Adams, Chaney <ChaneyAdams@gov.sc.gov>  
Godfrey, Rob <RobGodfrey@gov.sc.gov>  
**Subject:** Economic Development Grand Opening: Trelleborg  
**Location:** Trelleborg Wheel Systems, 570 Trelleborg Drive, Spartanburg, S.C.  
**When:** 1/27/2016 10:30:00 AM - 11:30:00 AM

---

**EVENT:** Trelleborg Grand Opening/Ribbon Cutting

**DATE:** January 27, 2016

**TIME:** 10:40 AM

**LOCATION:** Trelleborg Wheel Systems, 570 Trelleborg Drive, Spartanburg, SC 29301.

(Note: We just changed the address so for the car gps you might want to use the old address: 790 Reeves Street, Spartanburg, SC, 29301)

**PARKING:** Park in the reserved spots in front of the office. Kellie Conner, Marketing Coordinator, will be there to greet the Governor when she arrives. Please have Ashton take the gift inside with her, because no one will be seated on the stage and the Governor will be entering the event mid-way through.

**PURPOSE:** To thank another large Swedish automotive manufacturing company in the state for their investment in Spartanburg County.

**LOCATION SET-UP:** The location will be inside of the factory and there will be heat present. Everyone will sit in the audience and the speakers will go on stage when it is their turn to speak.

**ON-SITE LOCATION CONTACT:** Kellie Conner at 864-683-6447

**PROJECT NAME:** Project McDonald's

**COMPANY NAME:** Trelleborg Wheel Systems America

**PROJECT MANAGER:** Andre LeBlanc

**CITY AND COUNTY:** Spartanburg / Spartanburg County

**JOBS NUMBER AND INVESTMENT NUMBER:** 150 jobs / \$50 million

Trelleborg currently has 39 employees in Spartanburg, and they will be hiring an additional 13 employees by the end of the month. Trelleborg will have 150 employees by 2018.

**RESERVED SEATING:** The Governor will have reserved seating in the front row. See diagram.

**STAFF:**

Ashton Lee  
Brian Symmes  
Beth Webb

**VIDEOGRAPHER/PHOTOGRAPHER:** Yes, and they are willing to share the footage.

**KEY COMPANY PERSONS:**

- Ulf Berghult [Ulf Berg-hult], CFO of Trelleborg
- Maurizio Vischi [Mar-i-zi-o Vi-chee], Business Area President, Trelleborg Wheel Systems
- Paolo Pompei [Pa-lo Pom-pay], Business Unit President for Agricultural and Forestry Tires, Trelleborg Wheel Systems

**NOTABLE CONFIRMED ATTENDEES:**

- Jeff Horton, County of Spartanburg Council Chairman
- Junie White, Spartanburg Mayor

**GIFT:** Framed brass plate will go to Ulf Berghult during the gift exchange around 11:05 AM.

**PRESS:** Yes

**PUBLIC:** Yes

**ACCESS TO EMPLOYEES:** Yes, during the facility tour, the Governor can speak to employees.

**INTRODUCED BY:** Paolo Pompei, BA President Trelleborg Wheel Systems Agricultural and forestry Tires

**LENGTH OF SPEAKING:** 5 minutes

**LINE-BY-LINE:**

|               |  |
|---------------|--|
| 10:40 – 10:50 | Coffee Break- Governor will meet briefly with Trelleborg leadership (Mr. Paolo Pompei, Mr. Ulf Berghult, Mr. Maurizio Vischi)  |
| 10:50 – 10:55 | Ribbon Cutting Ceremony: Music Show with artist performance  |
| 10:55 – 11:00 | Ribbon Cutting Ceremony: Comments from Governor Haley  |
| 11:00 – 11:05 | Ribbon Cutting: <ul style="list-style-type: none"><li>• The Honorable Nikki Haley</li><li>• Mr. Paolo Pompei</li><li>• Mr. Ulf Berghult</li><li>• Mr. Maurizio Vischi</li></ul>  |
| 11:05 – 11:10 | Gift Exchange Governor and Ulf Berghult (Trelleborg CFO)   |
| 11:10 – 11:15 | Mr. Ulf Berghult unveils the plate   |
| 11:15         | Conclusion of Ceremony   |
| 11:15 – 11:30 | Governor Tours the Plant <ul style="list-style-type: none"><li>• The Honorable Nikki Haley</li><li>• Mr. Paolo Pompei</li><li>• Mr. Ulf Berghult</li><li>• Mr. Marco D'angelo Industrial Director (Tour Guide)</li><li>• Mr. Maurizio Vischi</li><li>• Governor team</li><li>• TWS leadership (2 or 3 more people)</li></ul> |

**HISTORY OF COMMUNICATION:** Trelleborg leadership has not ever met with the Governor.

**COMPANY OVERVIEW:**

- Trelleborg was established in 1905 by Henry Dunker as Trelleborgs Gummifabriks AB, a rubber production company.
- The company's total sales in 2014 were \$2.88 Billion, 13% growth over 2013.

- Trelleborg is engaged in providing engineered polymer solutions that seal, damp and protect applications in industrial environments. The group offers a range of products and solutions, including polymer solutions, polymer-based building products, solutions for infrastructure projects, engineered solutions, tires and complete wheel systems, and offset printing blankets.
- The group serves markets including aerospace, automotive, construction, industrial supply products, infrastructure construction, machine tools, marine solutions, offshore oil and gas, printing, tires and wheels, and transportation equipment
- The company operates through five business divisions: Trelleborg coated systems, Trelleborg industrial solutions, Trelleborg offshore and construction, Trelleborg sealing solutions and Trelleborg wheel systems.
- In June 2015, Trelleborg Wheel Systems in Spartanburg manufactured its first North American made agricultural tire. The facility represents an investment of \$50 million and is estimated to create up to 150 jobs by 2018.
- In May 2014, Trelleborg Wheel Systems announced its plans to locate its first North American facility to manufacture premium radial agricultural tires in Spartanburg County. The Spartanburg facility is one of the most automated manufacturing facilities in the agricultural industry (Marco D'Angelo, Trelleborg).
- Trelleborg Coated Systems located in Spartanburg County is the US Headquarters for industrial coated fabrics. The company was incorporated in 1937 and is based in Spartanburg, South Carolina. The Spartanburg location employs approximately 45 people.
- The company employs around 16,500 people and is headquartered in Trelleborg, Sweden and operates in 44 countries throughout the Americas, Europe and Asia.

#### **SUGGESTED TALKING POINTS:**

- It is another great day in South Carolina!
- Today, we're excited to be here in Spartanburg County to celebrate yet another win for South Carolina's thriving tire manufacturing industry.
- For those of you that don't know, South Carolina is officially Tire Capital, USA.
- We're proud to be the nation's top producer and exporter of tires.
- Trelleborg Wheel System's \$50 million operation here builds on that remarkable achievement.
- Last year, this global company manufactured its first agricultural tire in North America here at this facility.
- Operating in more than 40 countries throughout the Americas, Europe and Asia, we're proud to have another Sweden-based company, like Trelleborg, call our state home.
- With the opening of this facility, Trelleborg joins an impressive roster of Sweden-based companies that operate within our borders. Also included in that roster are globally-recognized brands Electrolux and Husqvarna Group. Since 2011, Sweden-based firms have announced capital investments of more than \$580 million, bringing nearly 2,700 new jobs to our state.

- With a storied and rich tradition, the Trelleborg brand has existed for more than 100 years.
- In 2014, we were excited when Trelleborg announced its plans for this facility, and today, we're even more excited.
- It truly is an inspiration to see this state-of-the-art facility come to fruition.
- A promise to create a huge economic impact, this company is expected to create 150 new jobs here in Spartanburg County by 2018. That is 150 families that will be supported because of Trelleborg's significant commitment to our state.
- Whether it's a plane, car or tire – our workforce has proven that they know how to make first-class products and make them well.
- Our talented workforce is the real reason for today's ribbon cutting. They are responsible for all of the economic development success we've experienced.
- Because of the reputation they've built, our state truly does sell itself.
- When we bring companies to South Carolina, we commit to having their back every step of the way.
- Today, I want to reiterate that promise.
- To the leadership at Trelleborg Wheel Systems, we couldn't be happier that you continue to believe in our state, its loyal workforce and the exceptional community leadership here in Spartanburg County.
- Thank you for placing your trust in us, and I personally look forward to continuing this tremendously successful partnership with you.
- Thank you and God bless.

Ulf Berghult  
CFO of Trelleborg

Chief Financial Officer (CFO)

Qualifications: Graduate in business administration

Previous experience: CFO of Dometic Group, Thule Group, Rolls Royce Marine Systems and controller at Trelleborg.

Holdings 2014: 15,000 shares

Born: 1962.

Employed: 2012. In current position since 2012.

Maurizio Vischi

Business Area President, Trelleborg Wheel Systems

Business Area President, Trelleborg Wheel Systems

Qualifications: MBA.

Previous experience: Various management positions at Pirelli.

Holdings 2014: 90,572 shares.

Born: 1955.

Employed: 1999. In current position since 2001.

Paolo Pompei

President Business Unit Agriculture & Forestry Tires, Trelleborg Wheel Systems

Pompei has been with Trelleborg Wheel Systems in Rome, Italy since January 2006. He currently serves as:

- Chairman of the Board Trelleborg Wheel Systems China
- Chairman of the Board Trelleborg Wheel Systems Latvia
- Chairman of the Board Trelleborg Wheel Systems UK
- Chairman of the Board Trelleborg Wheel Systmes Nordic
- Geschäftsfuher Trelleborg Wheel Systems Germany
- President Trelleborg Wheel Systems France

From 2003-2005 Pompei worked as the Commercial Director Business Unit Industrial Tires for Trelleborg in Evergem, Belgium and from 2001-2003 he was the Managing Director for Trelleborg Wheel Systems in Birmingham, England.

Prior to working at Trelleborg, Pompei worked for Pirelli Tyres in the United Kingdom.

Andrea Masella

Country Manager, Trelleborg Wheel Systems North America

Masella is the Sales Director for the United States and Canada and oversees the commercial sales and marketing. Masella has been with Trelleborg since 2005 and he resides in Spartanburg, S.C.

Kellie Conner

Marketing Coordinator, Trelleborg Wheel Systems North America

Conner works as the assistant to Andrea Masella and helps with marketing, PR and events for Trelleborg Wheel Systems. Conner resides in Spartanburg, S.C. and is a graduate of the Moore School of Business from the University of South Carolina.

SEATING CHART: