

Pfleiderer expands into Singapore and Greater China

Neumarkt, October 2025 – Pfleiderer is proud to announce the establishment of its direct presence in Singapore and Greater China, bringing our innovative and sustainable wood-based solutions closer to customers across Asia.

As of 1st October, Hongyi Cai, General Manager Pfleiderer Greater China, based in Shanghai, is working closely with our agent in Thailand, APR, to provide enhanced local support, faster access to samples and technical expertise, and seamless collaboration on regional projects.

“Establishing a direct presence in Singapore and Greater China marks an exciting new chapter for Pfleiderer. Being closer to our agent, customers enable us to respond swiftly, collaborate more effectively, and deliver our renowned German quality to even more projects throughout Asia.” said Dr. Hicham Abel, CEO.

Stefan Zinn, CCO added “This addition to our setup in Asia lays the foundation for our ambitious growth strategy, enabling us to expand our unique product offering that combines state-of-the-art designs with functionality and sustainability. It strengthens our ability to serve customers locally and reinforces our commitment to long-term partnerships across the region.”

For more information, visit www.pfleiderer.com.

About Pfleiderer

Pfleiderer is a leading manufacturer of high-quality engineered wood products, laminates and resin-based adhesives. The Business Segment Engineered Wood Products produces high-quality engineered wood and laminates that are used in the rapidly growing market for high-end kitchens and furniture as well as in structural timber construction in Western Europe. Pfleiderer is also a leading manufacturer of speciality and industrial resins through its Silekol business unit. These are used in Pfleiderer's own products as well as by customers in the panel production, packaging, construction and building materials industries. Headquartered in Neumarkt in der Oberpfalz, Pfleiderer employs around 1,900 people, mainly at five locations in Germany and one for adhesive systems in Poland. At Pfleiderer, sustainable work has been closely linked to the renewable material wood for

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Press Release

over 130 years. The company places a particular focus on sustainable procurement and production, reducing carbon emissions and protecting the environment.