



« We are working on new solutions to meet the customer's specifications for dual-face protection, and we are continuing to enhance our automation and technical choices for a even greater reliability and service. »

Olivier Broca, Asidium CEO,
a NOVACEL subsidiary.

Olivier Broca joined in July 2020 Asidium, a Novacel subsidiary, which assembles and sells special machines, in particular laminating machines, under the brand name Walco Powered by Novacel. Having spent some six months in the Novacel group, he can now testify to his enthusiasm in participating in the development and expansion of the group with an expert high-technology offering of industrial laminators and associated customized services.

After graduating from the France's École Nationale d'Ingénieurs in 1992, Olivier Broca joined SPC, a company based in Lyon and specializing in high precision tools for the pharmaceutical industry. Olivier then joined Stäubli's Lyon plant, a facility dedicated to the design and production of Jacquard weaving machinery (programmed electronic looms). Five years on, and Olivier was appointed Quality Manager of the plant. After graduating from the Ecole de Management de Lyon in 2014, Olivier Broca led a multisite project team for special production machines. He was then invited back by SPC to develop a special machinery business focused on the pharmaceutical industry.

He joined Asidium in July 2020 as CEO. His goal is to strengthen the performance of this Novacel subsidiary.

| Why did you choose to join the Walco Machines activity in the Novacel group?

Olivier Broca: As a mechanical engineer dealing with special machinery, I was looking for a new challenge. Walco Machines, representing as it does a brand on a human scale within the strong and reputed Novacel group, a leader in its field, was an ideal goal.

| What are your objectives as CEO?

Olivier Broca: As CEO of ASIDIUM, Walco's French company, my objectives have three core focuses:

- From a technical point of view: Development of new products and services.
- From a customer point of view: Improvement of product and service Quality.
- And from the human point of view: Creating a work environment where everyone can develop and bring their experience to the project.

| What machines do you supply? Are they patented?

Olivier Broca: WALCO designs, assembles and installs industrial laminators dedicated to horizontal or vertical application of temporary protective films. WALCO uses patented technologies such as for example dual-face lamination and cutting systems.



WALCO®, powered by Novacel, is a brand of industrial laminators comprising three companies: OMMA Srl, WALCO Inc. & ASIDIUM SAS. They have joined the world leader in Advanced Adhesive Solutions, NOVACEL®, to form a global engineering group dedicated to the protection of all sensitive surfaces and the waste reduction.



Which markets do you serve? Which geographical areas?

Olivier Broca: Our main markets are the building industry for metal and glass protection, furniture, domestic appliances, automotive, aeronautics. Through its subsidiaries in France, Italy and the United States, WALCO can deliver anywhere in the world.



What types of services do you provide?

Olivier Broca: WALCO offers different services to its customers: adaptation to fit their specifications, possibilities for in-plant installation, customer team training and maintenance services for their machines.

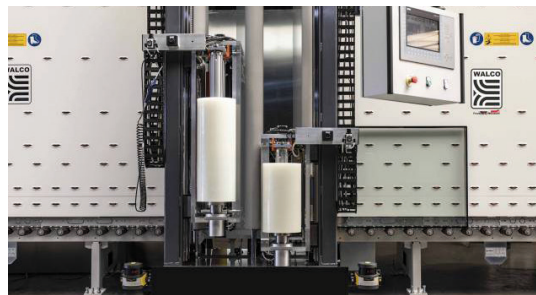
What do customer care and customer experience mean for you?

Olivier Broca: Listening to the customer and ensuring the customer's satisfaction are my priorities. Building loyalty based on the quality of our products and services must be our daily goal!

What is the strength of your company/the brand ?

Olivier Broca: «Our many years of experience of laminators and technological innovation are the strengths of WALCO generally, and of ASIDIUM in particular.»

ASIDIUM, with its VX2 vertical laminator, is the leader in Insulated Glass Protection.



What are the latest innovations? Are you working on innovations?

Olivier Broca: ASIDIUM is working on new solutions to meet the customer's specifications for dual-face protection, and we are continuing to enhance our automation and technical choices for a even greater reliability and service.

Innovation is our driver and allows us to reinforce our technological lead.

What is the concept of Smart Tech Protection?

Olivier Broca: Since 2017, WALCO and NOVACEL have shared their knowledge and experience in the surface protection domain. We have worked with our customers to understand how we can help them achieve greater efficiency for their processes.

SMART TECH PROTECTION is a global solution combining WALCO laminators and NOVACEL protective films. Our goals are:

Enhancing Quality

- Decreasing downtime
- Reducing waste
- Reducing costs



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