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Press Release - Global Release
FOR IMMEDIATE RELEASE

Solberg Appoints New General Manager for Asia-Pacific Business Operation

Green Bay, Wisconsin – The Solberg Company, the world’s foremost innovator of firefighting foam concentrates and systems hardware announced today the appointment of John Boyer as General Manager, Asia-Pacific Region. Mr. Boyer entered the fire protection business in 2004 serving in various sales, business development and management capacities. John joins Solberg from Tyco Fire Protection Products where he most recently held the position of Regional Sales Manager, Southeast Asia and Mongolia.



John Boyer

Mr. Boyer brings a total of twenty-three years’ experience in international sales and business development of industrial products through distribution channels to Solberg. He is a customer-oriented executive manager with the proven ability to organize and motivate multicultural sales teams for accelerated growth, channeling partners to deliver results for both organizations. John holds a BCom - in Marketing and Commercial Law from the University of the Witwatersrand (WITS), South Africa.

Solberg also announced the appointment of Lloyd Keen as the company’s logistics and operations officer to replace Peter Coulton who retired after a forty-six year career in the fire protection industry.

Peter started his career with 3M in 1969 and later in 2007 with Solberg. Solberg’s Asia-Pacific Business Operation is based in Sydney, Australia where the company has a manufacturing operation for firefighting foam concentrates (including RE-HEALING™ Foam) and serves the entire Asia-Pacific region.

A technological breakthrough, RE-HEALING foam is an innovative high-performing, environmentally sustainable firefighting foam used to suppress Class B fuels, prevent re-ignition of liquid spills and control hazardous vapors.



Lloyd Keen



Peter Coulton



Developed for world class fire performance and environmental stewardship, RE-HEALING foam concentrates utilize a new high performance proprietary synthetic foam technology. Designed to replace traditional AFFF and AR-AFFF foam concentrates and older fluoroprotein foams, RE-HEALING foam concentrates are intended for use on Class B hydrocarbon and polar solvent fuel fires. Concentrates are available in 1%, 3%, 6% and 3x6 ATC formulations and are capable of use with fresh, salt or brackish water along with being UL Listed, EN and ICAO Approved and LASTFIRE certified.

While the product takes its name from the foams physical “resealing” characteristics, SOLBERG RE-HEALING foam concentrates may also be used to prevent re-ignition of a liquid spill and control of hazardous odors in addition to improved extinguishment of deep seated Class A fires and exhibits excellent burn back resistance. Most importantly, RE-HEALING foam leaves no environmental concerns for persistence, bioaccumulation or toxic breakdown.

Based in Green Bay, Wisconsin with operations in Bergen, Norway and Sydney, Australia, Solberg has been involved with the manufacture of firefighting foams since the mid-1970s. Solberg is recognized throughout Europe and the Asia Pacific Region for its environmentally sustainable fluorosurfactant and fluoropolymer-free products that are an innovation in Class B firefighting foam. Additionally, Solberg manufactures a complete range of traditional foam concentrates, Class A and High-Expansion foam concentrates including foam systems hardware. Solberg’s unique technology is preferred by customers in the aviation, chemical, energy, fire services, oil and gas, petrochemical, pharmaceutical, solvent & coatings markets.

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About Solberg

Solberg is an Amerex Corporation company with a European heritage. The company is a global one-stop resource for firefighting foam concentrates and custom-designed foam suppression systems hardware and accessories. Solberg offers environmentally sustainable fluorosurfactant and fluoropolymer-free foam concentrate products, an innovation in Class B firefighting foam and traditional firefighting foam concentrates. Solberg’s people and processes are committed to quality, service and safety along with environmental responsibility. This philosophy enables the company to flourish while delivering innovations and value. More information can be found at: www.solbergfoam.com

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