



PRESS RELEASE

Van Houtum nominated for Entrepreneur Of The Year award

Swalmen, 25 June 2010 – Van Houtum, a Dutch company based in Swalmen, has been nominated for the Entrepreneur Of The Year award. The contest is organized by Ernst & Young Tax Consultants and is being held this year for the 15th time. On 7 September, the finalists will be chosen who will continue on to the gala final, and on 9 October, the professional jury will announce the winner. The winner will represent the Netherlands in the World Entrepreneur Of The Year competition, which will take place in Monaco in May 2011. Entrepreneurs from over 50 countries take part in the competition.

Ernst & Young recently carried out a study into how the best entrepreneurs all over the world are responding to the globalization of the economy. The results make it clear that, within the framework of an increasingly international economy, entrepreneurs perform better than large multinationals. Entrepreneurs are more alert in responding to opportunities and can deal more flexibly with change. Globalization also focuses the spotlight on new competitors from developing countries. The best entrepreneurs respond to these developments by further strengthening their efforts at innovation. The study also makes it clear that they make better use of the opportunities offered by the present phase of the economy. Whereas large multinationals are still acting quite carefully, entrepreneurs are again looking for (international) opportunities to expand.

For the past 15 years, the Ernst & Young Entrepreneur Of The Year competitions has been searching for the most successful entrepreneurs in the Netherlands in the following categories: Emerging Entrepreneur Of The Year, Accelerating Entrepreneur Of The Year and Master Entrepreneur Of The Year. Van Houtum has been nominated in the category of Accelerating Entrepreneur Of The Year.

----- END OF PRESS RELEASE -----

NOTE FOR THE EDITORS

For 75 years, Van Houtum has been an independent producer of hygienic paper products and a leader in the area of Corporate Social Responsibility. The head office and both production sites are located in Swalmen. With the help of approx. 190 employees, Van Houtum realizes an annual turnover of € 60 million. It supplies products and services exclusively to the business-to-business market sector. Via cleaning firms, professional wholesalers and other outlets, their products and services find their way to various sectors, including commercial offices, hotels, restaurants and cafés, recreational facilities, hospitals, schools and industrial facilities.

Under the Satino Black brand name, Van Houtum produces Cradle to Cradle Silver certified hygienic paper products. These include high-quality, soft white toilet paper and paper towels made from 100% recycled paper. Satino Black is the world's first and only brand of hygienic paper products that is entitled to display the following quality marks: FSC recycled, European Eco-label and Cradle to Cradle.

For more information, please contact Henk van Houtum, general manager of Van Houtum B.V. at 0475-507300.