



## *Rassam Polymer Nami, Export to Target Countries*

Rassam Polymer Nami Company, which is one of the famous companies in the polyurethane industry of Iran, participated in AYSAF exhibition in Turkey. Saman Nami, the sales manager of Nami Industrial Group, in an interview with the leather and shoe industry news magazine, said about the presence of this company in various exhibitions: "Based on the company's export goals, we participated in the AYSAF exhibition. We had produced a new polyurethane shoe system that was interesting for AYSAF visitors. We also visited the Gaziantep exhibition. A number of customers who had not come to the AYSAF exhibition, were present there.

Foreigners had questions about Iranian products, because when they saw our systems and portfolios at the AYSAF exhibition, they were very attracted to the fact that these

products are produced in Iran, and they were willing to come to Iran and see also other products such as artificial leather, machines and formats of Iranian companies.

further pointing to the presentation of Nami's products at the AYSAF exhibition, the sales manager of Nami Rasam Polymer Company noted: "We presented our latest products, i.e. sole products, at the AYSAF exhibition, which even Turkish companies did not have and do not have.

This product was very popular and appreciated in AYSAF and Gaziantep exhibitions. In the field of cold soles, we also had samples the quality of which was significant for Turkish cold sole producers and did not see it as comparable to their own production. Even negotiations were conducted regarding the export of these products to Turkish companies.

He said: "Nami Industrial Group has been and still is prioritizing pre-sales consultation and after-sales services as one of its first practices both in the production of PU shoe soles and the sale of polyurethane products and in the production of polyurethane. The group has been a leading company in this respect. We believe that 50% of good sales are related to pre-sale consultations and after-sales services. Also, we will present our products in the field of hot and cold soles, which we have a claim to produce and which was highly regarded in Turkish exhibitions. We have already reached mass sales in terms of production of these materials.

In the field of sports materials, we will offer new sports materials which are of 30-to-35 density, high walking and have a strong cover very similar to EVA sports soles.