

PRESS RELEASE



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For Immediate Release

ALBUQUERQUE BASED PJ WOODLANDS LLC JOINS LARGEST-EVER U.S. BUSINESS DELEGATION TO 2016 HANNOVER MESSE

2016 Highlight for Hannover Messe: First Time That USA is the Partner Country!

Albuquerque, NM | April 14th, 2016 – PJ Woodlands LLC (D.B.A. Altree™) announced today that it is part of the largest-ever U.S. delegation to [Hannover Messe](#), the world's foremost trade fair for industrial technology, taking place April 25-29, in Hannover, Germany. For the first time in the fair's history, the United States will be the Partner Country, a status that provides the more than 390 businesses and organizations in the U.S. delegation an unprecedented opportunity to be prominently featured throughout the event. President Obama will also participate in this year's event, themed "Integrated Industry-Discover Solutions."

Altree™ will exhibit its wood-plastic composite sheeting product in the Industrial Supply Pavilion at the show. We can be found in Hall 6, Stand 45-5. Please stop by and learn about our products. If you need more information on the show, visit our [blog post here](#).

"The U.S. business community and the Department of Commerce have a clear message for the world: the United States is open for business. We will demonstrate and deliver on that message at the 2016 Hannover Messe," said U.S. Secretary of Commerce Penny Pritzker. "We are proud to have some of America's most innovative and forward-thinking green manufacturing, job-creating companies joining the U.S. delegation at this year's fair."

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Altree™, the company's signature product is made from recycled wood fiber and recycled plastic. Altree™ was developed in conjunction with the US Forest Service, Forest Products Laboratory and has been in research and development for over 20 years. Altree™ was designed as an industrial-grade sheeting product and is being rolled out in the USA to replace aluminum roadway guide signs. Tony Burger, CEO notes "We are the first company in the world to develop and market an alternative substrate to aluminum roadway guide sign manufacturers."

Burger goes on to say, "We are excited to be a part of the first-ever USA Partner Country presence at Hannover Messe and look forward to making the most of this opportunity – this is our global debut."

Hannover Messe typically hosts more than 200,000 attendees from more than 70 countries, including global investors, buyers, distributors, resellers and government officials.

You are invited to learn more about Altree and join us as a strategic partner. Please use the following information below to visit our website and social media accounts. You can follow along on our trip to Germany and see pictures and videos from the trade fair from April 24th through April 30th.

For more information please visit our website: <http://altree.com>

Also, check us out on Social Media:

Facebook - <https://www.facebook.com/AltreeUSA/>

Twitter - <https://twitter.com/altreeusa>

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