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RELEASE**

High-performance French masts for Olympics

Deschamps' glass-reinforced polyester masts have been selected for the Beijing Olympics. These are designed so as to taper towards the top making them elegant and attractive. Deschamps group can produce up to 30,000 flagpoles a year..

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DESCHAMPS' GLASS-reinforced polyester masts have been selected for the Beijing Olympics. This is a recognition of unique know-how and technical performance.

Deschamps is a part of the highly envied club of official suppliers to the Beijing Olympics; fifty of their masts will be deployed around the Hong Kong race track, scene of the horse-racing events. "In some ways, Hong Kong is a showcase for high-tech products. Our masts were chosen because they fit very nicely with our corporate values: Innovation and the future," says Didier Blanchon, chairman of Deschamps.

The masts are made of glass-reinforced polyester (GRP), using low-pressure casting. This technique yields characteristics that are far superior to those of aluminium or steel masts. Indeed, GRP is light, bulk-dyed, it is nonconductive, cheap, it does not age and best of all does not rust.

Deschamps masts are designed so as to taper towards the top, which makes them more elegant than the usual cylindrical masts. In addition, they can support either a classic-style flag, or a banner measuring up to six by 1.5m, hung on a 360-degree rotating brace. This post-and-brace model, used in sales (point of sale advertising, promos, etc) is already in very wide use throughout Europe, particularly by car dealership networks, as well as fast food chains and a great many more networks with multiple points of sale. It has also invented and patented a sliding halyard system inside the mast. This enables one to raise or to change the banner by simply acting on the halyard, as opposed to what happens with all competing products where one is compelled to lie the mast down for the same operation.

Lastly, it has just proven that the mast's wind resistance is over 300kph without standard, while most aluminium masts break under 200kph and competing laminated masts from 140kph, ie little over 100kph with standard.

In 1956, Deschamps was the first company in the world to manufacture GRP masts. On the basis of that know-how, the company is the sole mast caster in France and in the United States as well as in China, where a few local metal mast manufacturers are beginning attempts to seek a way of making masts with polyester and fibreglass.

About Deschamps

Established in France in 1956, Deschamps set up production facilities in USA (Mebane, North Carolina) three years ago and in China (Ningbo, Zhejiang) two years ago. Altogether, Deschamps group can produce up to 30,000 flagpoles a year. At this time, Deschamps Ningbo is seeking exclusive provinces distributors in China and exclusive importers for the rest of the Asian market (Hong Kong, India, Japan, Thailand, Korea, Singapore, Indonesia, Malaysia, etc).

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