



**PRESS RELEASE - March 29<sup>th</sup> 2016**

## **APPOINTMENT OF EXECUTIVE DIRECTOR DESIGNATE**

The Zircon Industry Association (ZIA) is pleased to announce the appointment of Dr. Keven Harlow as Executive Director - Designate with effect from April 1<sup>st</sup> 2016. Dr. Harlow has an impressive academic and work history which is well suited to the needs of ZIA going forward:

Dr. Harlow has been involved in the metals industry for his entire professional career. A metallurgist and materials scientist graduate, he spent over 20 years in the commercial area of the global metals industry where he was able to marry his technical knowledge with sales and marketing experience. He served as Managing Director of Höganäs (GB) Limited for five years. Not forgetting his technical roots, Dr. Harlow became involved with the EU-REACH regulation in 2006, supporting various companies and trade associations with REACH compliance strategies and consortia management.

Dr. Harlow will be working closely with incumbent Executive Director Chris Barrington over the coming months and will progressively take over the various responsibilities and tasks, starting with those where he can bring immediate value to ZIA and its members.

Dr. Harlow said “I’m looking forward to joining ZIA and using my technical, commercial and regulatory experience in building on ZIA’s three strategic pillars of market development, regulatory support and communications with stakeholders and taking ZIA to the next level.”

Chris Barrington said “ZIA is fortunate to have found someone with Keven’s background and experience to build on the successes of the past few years and to achieve the future goals that have been set in this challenging market environment, including among others to maintain and develop value-adding relationships with customer industries.”

For further information please contact:

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ZIA is an independent industry association for the zirconium value chain, from zircon sand produced by mining to wide range of downstream products, including zircon flour, opacifiers, refractory materials, zirconia and zirconium chemicals. ZIA has as its principal objective, the promotion of the benefits and use of zircon and its derivatives as high quality, value-adding materials in a wide range of applications through product support, innovation, and research and market development.