

PRESS RELEASE

TORYOHOCHI SHINBUNSYA CO., LTD. Collaborates with SpecialChem to Provide Universal Selector™ of Paints, Coatings & Ink Ingredients in Japanese Language

More than 58,000 product technical datasheets are now accessible in the Japanese language thanks to SpecialChem's Universal Selector™ on TORYO's website

PARIS, FRANCE and TOKYO, JAPAN, October 27, 2016. SpecialChem, the B2B digital marketing company specializing in chemicals and materials, announced today its collaboration with TORYOHOCHI SHINBUNSYA CO., LTD., the Japan-based media company for the paints and finishing industry. The collaboration will enable the users of TORYOHOCHI SHINBUNSYA'S website dedicated to paints and coatings to access SpecialChem's Universal Selector™ – an online database of paints, coatings and inks ingredients in the Japanese language.

“Our goal is to make product selection faster and richer for formulators by providing them easy access to SpecialChem's Universal Selector™, the world's largest database of paints, coatings and inks ingredients” says Christophe Cabarry, SpecialChem's founder and CEO. “We are very excited by this collaboration with TORYOHOCHI SHINBUNSYA, as we share the same mission to bring quality technical knowledge to the paints and coatings industry. Together, we will further extend the reach of the Universal Selector™ for the benefits of the entire coatings industry around Japan,” added Mr. Cabarry.

-more-

PRESS RELEASE:

Benefits of SpecialChem's Universal Selector™ include:

- Multi-search capability: Complex searches with more than 10 search dimensions for richer and more detailed product selection
- Access to more than 58,000 paints and coatings ingredients: 19K pigments, 17K additives, 15K resins, 7K monomers
- New product launches: product datasheets are added as soon as they are launched
- Data quality: thanks to permanent crowd-sourced feedback from users

For further information on this collaboration or how your company could partner with SpecialChem, please contact sonia.vij@specialchem.com or visit www.specialchem.com.

###

About TORYOHOCHI SHINBUNSYA CO., LTD.

TORYOHOCHI SHINBUNSYA CO., LTD. was established in April, 1924, initially as a newspaper called "Pioneer of Paint." The Paint & Finishing News was launched in 1946. Their mission is to offer the latest news and data to their readers. TORYO is also a member of Japan Specialized Newspapers Association. For more information, please visit <http://www.e-toryo.co.jp/database/>

About SpecialChem

SpecialChem is the Universal Selection Source for chemicals and materials. We help formulators, specifiers, and suppliers of chemicals and materials to connect, to innovate, and to accelerate both their technology and business.

Since the year 2000, SpecialChem has built technical websites dedicated to some of the largest downstream markets for the chemical industry including Polymer Additives, Plastics & Elastomers, Paints, Coatings & Inks, Adhesives & Sealants, and Cosmetics & Personal Care. Each of these websites offers a Universal Selector™ aimed at providing technical data on every material or ingredient in the world in order to search, analyze and compare them, as well as the expert knowledge to select them.

Our 500,000+ registered members comprised of engineers, formulators, product developers, marketers, applicators and brand owners across the globe build the world's largest online network dedicated to chemicals and materials. This profiled network, combined with more than 3 million visitors per year, are unique assets for SpecialChem to offer chemicals and materials suppliers both strategic marketing services (to explore new markets and validate new products) and operational marketing services (to raise awareness, educate a market, or engage new customers).

For more information, visit www.specialchem.com.

Contact Details

Alison Warner, Corporate Communications Director

Tel: +33 1 72 76 39 00

Email: alison.warner@specialchem.com

Website: www.specialchem.com