

PRESS RELEASE

SPE Plastics Engineering Interviews SpecialChem CEO Christophe Cabarry on how Digitalization is Reshaping the Plastics & Chemical Industries

From sales and marketing to recruitment and supply-chain management,
digital forces are changing how we do business

BETHEL, CONNECTICUT and PARIS, FRANCE, August 11, 2017. SPE Plastics Engineering's Robert Grace interviewed SpecialChem's CEO Christophe Cabarry on how digitalization is reshaping the plastics and chemical industries for the July/August 2017 75th SPE Anniversary Edition of the magazine.

Cabarry shared his views on recruiting young job seekers, on Industry 4.0, and on what he sees now as the biggest hurdle facing plastics and chemicals companies – digitalization of customer interactions.

Digitalization of interactions with customers is the most fundamental change within the plastics and chemicals industries, and the change for which organizations need to adapt faster. "This is a complete



FUTURE TRENDS

How Digitalization is Reshaping the Plastics & Chemical Industries

From sales and marketing to recruitment and supply-chain management, digital forces are changing how we do business

By Robert Grace

Digitalization, in its many forms, is disrupting many traditional business practices – from hiring workers to attracting and serving customers. Christophe Cabarry, chief executive officer and founder of Paris-based SpecialChem S.A., the popular online portal for chemicals and materials, has had a front-row seat for this transformation for years now. A former official with French chemicals and materials supplier Arkema Group, Cabarry in 2000 launched the SpecialChem platform, which now has more than 500,000 members and 3 million annual online visitors.

pond" for finding and attracting the most relevant people. Candidates also use the professional networking site to learn more about companies to which they may apply. These potential hires also often use websites such as GlassDoor.com to help vet and review their prospective employers.

“ Young job seekers systematically start online, using LinkedIn, for example. It's a very efficient fishing pond for finding and attracting the most relevant people. ”

-more-

PRESS RELEASE:

SPE Plastics Engineering Interviews Cabarry on Digitalization

Page 2 of 4

reversal of how customer interactions were initiated in the past -- sales people visiting customers. The number one challenge companies face is to be found first online by the customers seeking a product or service.” says Cabarry. This means that companies need to go beyond their own website to other intermediary industry platforms, magazine portals, newsletter and social networks. Cabarry stresses the importance of the volume and consistency of content across the various channels and the need to capitalize on the data. “The data you capture about a customer on one channel, you need to store it and build upon it for the next interaction with that same customer. This makes things more complex to manage. But, it’s a must”.

SPE Plastics Engineering July/August 2017 article excerpt is available for download on SpecialChem’s company news page and the complete digital issue is accessible at <http://bit.ly/2vSTHWA>.

For more information on SpecialChem or to schedule an interview of Christophe Cabarry, please contact alison.warner@specialchem.com.

###

PRESS RELEASE:

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

PRESS RELEASE:

SPE Plastics Engineering Interviews Cabarry on Digitalization

Page 4 of 4

About SPE

SPE is the leading technical society for the global plastics industry. It is a community of individuals involved in the technical and commercial aspects of the plastics and polymer industry. It is a place where individuals can interact, learn and develop skills to meet their personal and professional goals. This community fosters technical innovation and industry competitiveness through scientific development and commercialization.

With over 22,500+ members from 84 different countries, SPE is the largest, most well-known plastics professional society in the world. Celebrating our 75th anniversary in 2017, we are the “go to” place for technical information, training, networking and knowledge sharing for plastics professionals who want to advance their knowledge and their careers

For more information, contact the SPE Customer Relations Department at +1 203.775.0471, email customerrelations@4spe.org; Visit SPE online at <http://www.4spe.org>;