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# Chemical Week Interviews SpecialChem's CEO Christophe Cabarry on Digitalization

**Digital marketing will likely be sourced from a “continually growing interconnection of data sources from *within* a company”**

PARIS, FRANCE, June 13, 2017. Chemical Week's associate editor Jing Chen interviewed SpecialChem's CEO Christophe Cabarry for the June 2017 cover story entitled “Digitization to gain momentum.”

On the future of digitalization, Cabarry says that in the next several years, digital marketing will likely be sourced from a “continually growing interconnection of data sources from within the company,” such as through client and market information, with data coming from sales and digital interactions, and will involve “intelligent websites” with personalization. Further, the new R&D

5/12 June 2017  
chemweek.com



## Chemical Week

Cover story

### Digitization to gain momentum

German companies leading digital maturity



CABARRY: R&D process will be replaced by more agile methods.

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pipelines will be based on “rapid and frequent interaction loops with the market, and will be much more porous to external influences, using digital channels to interact with the market.”

To download the complete article, visit <https://www.specialchem.com/company-news>. For more information on SpecialChem and strategic and operational digital marketing services, visit [www.bit.ly/SCmkt](http://www.bit.ly/SCmkt) or contact [alison.warner@specialchem.com](mailto:alison.warner@specialchem.com).

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## About SpecialChem

SpecialChem is the online 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 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](http://www.specialchem.com).

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