

PRESS RELEASE

The Chemical Daily of Japan Interviews SpecialChem on Open Innovation Services for Japanese Chemical Companies

SpecialChem's Open Innovation Services connects the needs or seeds of Japanese chemical companies with its global network in specialty chemicals

TOKYO, JAPAN, June 27, 2017. Editor Mr. Matsuoka of Japan's The Chemical Daily interviewed SpecialChem's Dr. Tomaharu Hayama on the benefit of open innovation services for Japanese chemical companies. The interview resulted in the first of several planned articles with the goal to further educate Japan's chemical company leaders on the latest trends in digital methodologies to accelerate development of new products and new markets beyond Japan.

Mr. Matsuoka writes "The open innovation service by SpecialChem connects the needs or seeds of Japanese chemical companies with its global network in specialty chemicals. (For the past 17 years), SpecialChem has been providing digital marketing services to help the market development of new

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products globally and has succeeded in penetrating the Japanese market. SpecialChem acts as an intermediary between chemical companies and their customers in six fields (Plastics & Elastomers, Polymer Additives, Adhesives & Sealants Ingredients, Coatings & Inks Ingredients, Cosmetics Ingredients, Bio-based Chemicals & Materials) which covers 80% of specialty chemicals. Japanese chemical companies can enjoy the benefits to accelerate their application development globally using this network." *The complete article originally published in Japanese has been translated into English and is available for download in SpecialChem's company news.*

For more information on SpecialChem, the Universal Selection Source for Chemicals and Materials, please contact alison.warner@specialchem.com or visit <https://www.specialchem.com>. For information on SpecialChem's marketing services, visit <https://www.bitly.com/SCmkt>.

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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 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.

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