

PRESS RELEASE

Coatings & Adhesives Formulators and Ingredient Suppliers Invited to Meet the SpecialChem Team at the European Coatings Show

Visit us in Hall 1, Booth 217 for live demos of The Universal Selector™ and to discover how we help industry players to connect, innovate, and accelerate their technology and business

PARIS, FRANCE, March 8, 2017. SpecialChem, the Universal Selection Source of chemicals and materials, will welcome formulators and ingredient suppliers to their Booth #217/Hall 1 during the European Coatings Show in Nuremberg, Germany, April 3 – 5, 2017.

Visitors will enjoy live demonstrations of SpecialChem's online Universal Selector™ which offers 12 search dimensions on over 84,700 coating and adhesive ingredients, including the latest new product launches. Expert-curated content such as selection guides will be featured to help visitors gain the knowledge they need to better select ingredients.



➤ ADHESIVES – SEALANTS – CONSTRUCTION CHEMICALS

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The SpecialChem team will also share case studies on how suppliers have been able to connect, innovate, and accelerate their technology and business thanks to strategic and operational marketing services offered by SpecialChem. These services capitalize on SpecialChem's unique asset of the world's largest audience in chemicals and materials comprised of engineers, formulators, product developers, marketers, applicators and brand owners across the globe.

For more information or to schedule your visit or live demonstration with the SpecialChem Team during ECS, please contact alison.warner@specialchem.com.

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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.

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