

PRESS RELEASE

Chemical Week Features Interview with SpecialChem CEO in Outlook 2018 on Acceleration of Digitization

The accelerating rate at which the industry has taken steps toward digitization could mean changes in the organizational structure of chemical companies

PARIS, FRANCE and NEW YORK, NY, January 9, 2018. Chemical Week's associate editor Jing Chen interviewed SpecialChem's CEO Christophe Cabarry for the Outlook 2018 January issue of Chemical Week (CW) in a cover story entitled "Digitization set to accelerate."

Cabarry told CW that announcements from the larger players seemed to help jump-start digital transformations in companies that were lagging just a few months ago, in particular, Japanese companies. "From an organizational standpoint, Japanese [chemical] companies are very traditional. To see

Japanese companies investing in this transformation means that the trend is accelerating." The accelerating rate at which the industry has taken steps toward digitization could mean changes in the organizational structure of chemical companies.

-more-



PRESS RELEASE:

Cabarry explains that digitization will not only affect the digital channels and processes of a company, but also mean personnel changes. Digitizing a company means that there will be more channels of communication between the company and its potential or existing customers, which can be a full-time commitment—and a team or someone must manage those customer relationships. “Before, inquiries came through a phone call; now they can come through e-mail, app, after a webinar ... and a slew of other channels. [Companies] have to train their salesforce on how to receive and handle those inquiries,” he says.

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 or contact alison.warner@specialchem.com.

###

About SpecialChem

SpecialChem is a pioneer in digital marketing in the chemical industry. Since 2000, SpecialChem has managed over 400 business development programs rooted in digital methodologies for more than 70% of the top 100 chemical companies.

SpecialChem’s 500,000+ registered members include engineers, formulators, product developers, marketers, applicators and brand owners. This global profiled network, combined with more than 3 million visitors per year, are unique assets for SpecialChem to offer digital marketing services to chemicals and materials suppliers, including bio-based products. Five technical websites include Polymer Additives, Plastics & Elastomers, Paints, Coatings & Inks, Adhesives & Sealants, Cosmetics & Personal Care.

For more information, visit www.specialchem.com.

PRESS RELEASE:

Chemical Week features SpecialChem in Digitization Acceleration Story

Page 3 of 3

Contact Details

Alison Warner, Corporate Communications Director

Tel: +33 1 72 76 39 00

Email: alison.warner@specialchem.com

Website: www.specialchem.com

