

## Adsale partners with SpecialChem to provide free Universal Selectors online databases

NORTH POINT, HONG KONG, and PARIS, FRANCE, June 28<sup>th</sup>, 2016: Adsale Publishing Ltd, a member company of Adsale Group and the publisher of the China Plastic & Rubber Journal (CPRJ) ([www.adsalecprj.com](http://www.adsalecprj.com)) and operator of several websites in China related to plastics industry, announced its partnership today with SpecialChem ([www.specialchem.com](http://www.specialchem.com)), the B2B digital marketing company specializing in chemicals and materials.

The partnership will enable AdsaleCPRJ.com users' access to SpecialChem's Universal Selectors – online databases of plastics and polymer additives. The service is on subscription basis and provided free of charge.

The Universal Selectors, which gathers more than 135,000 datasheets, are accessible in English on Adsale website starting June 15, 2016. The Chinese version will be launched later.



Pic1: Adsale Publishing Ltd partners with SpecialChem to promote Universal Selectors online databases.

“We are very pleased to form a partnership with SpecialChem,” said Mr. Stanley Chu, Adsale Group’s Chairman. “SpecialChem has done a great job in making product selection richer and faster by giving formulators and engineers’ easy access to the technical data they need on all plastics and polymer additives. Offering access to their Universal Selectors on our sites dedicated to the plastics industry, in Chinese and in English will enrich the content we propose to our loyal users and enhance

their experience” added Mr. Chu.

“This strategic partnership with Adsale is completely aligned with our corporate mission to bring quality technical knowledge to formulators and engineers of plastics,” said Mr. Christophe Cabarry, SpecialChem’s founder and CEO.

“We are very excited by this collaboration with Adsale Group. They are such a reference in the industry, managing the leading trade show like the CHINAPLAS, as well as managing leading conferences and websites. Together, we will further extend the reach of the Universal Selectors for the benefits of the entire industry around Mainland China, Hong Kong and Asia” added Mr. Cabarry.

Benefits of the Universal Selectors include:

- More than 89,000 Thermoplastics, 30,000 Additives & Pigments and 11,000 Thermoplastics Elastomers
- Complex searches with more than 10 search dimensions, including by quantitative properties, for richer and more detailed product selection
- Access to new products as soon as they are launched
- Data quality thanks to permanent crowd-sourced feedback from users

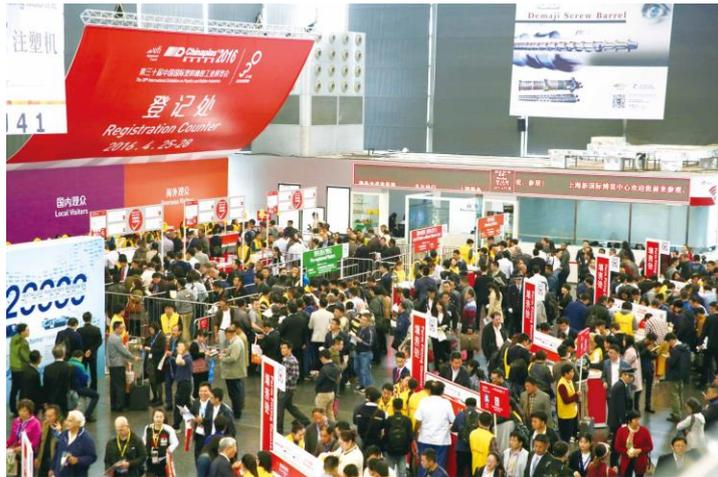
Adsale Group and SpecialChem will jointly promote the partnership at conferences and through digital and social media.

### **Two powerhouses creating a real integrated network**

The partnership between the two powerhouses is creating a real integrated online network for the plastics and rubber industry experts.

With accumulated database of over 600,000 plastics members, the China Plastic & Rubber Journal (CPRJ) has been delivering comprehensive market news and providing unique insights for over 34 years.

CPRJ manages a comprehensive media platform which includes the bimonthly CPRJ and quarterly CPRJ International print publications, Chinese and English websites AdsaleCPRJ.com and weekly eNewsletters. It is also the official media of CHINAPLAS, Asia's No.1 Plastics and Rubber Trade Fair.



Pic 2: CPRJ is the official media of CHINAPLAS, Asia's No.1 Plastics and Rubber Trade Fair.

In addition, CPRJ organizes conferences and specialized exhibitions for professionals in the automotive, packaging and consumer electronics sectors.



Pic 3: AdsalePublishing Ltd also organizes conferences and specialized exhibitions for professionals in the plastics and rubber industry.

SpecialChem has created the world's largest online professional network dedicated to chemicals and materials since the year 2000. This network includes more than 500,000 engineers, formulators, product developers, marketers, applicators and brand owners across the globe.

Through SpecialChem's vertical industry websites, these professionals have unlimited access to Universal Selectors aimed at gathering all chemicals & materials in the world, and the knowledge to select them through high value content such as Product Selection Guides and Online Courses.