



Press release



June 19, 2009

AkzoNobel partners with Viachem to distribute Dissolvine® Food Grade Chelates in the U.S.

AkzoNobel has signed an exclusive agreement with Viachem Ltd. to sell and market its Dissolvine® Food Grade Chelates in the United States. This alliance was effective April 6, 2009, all Dissolvine® Food Grade Chelates sales have been transitioned to Viachem.

AkzoNobel is one of the world's leading industrial companies. The organization makes and supplies a wide range of paints, coatings and specialty chemicals. The Dissolvine® Food Grade Chelating agents combine amine and carboxylic acid functionality into one molecule and are used for preserving food. These are the most widely used, cost effective and general purpose chelating agents formulated for the food and beverage industry.

Viachem is a Plano, TX based specialty chemical sales and marketing company with a revolutionary system of using market intelligence and technical trained inside sales staff to manage the sales and distribution of specialty chemical products. Over the last two years, Viachem has grown tremendously by serving a number of niche markets with specialty chemical products.

Viachem will represent AkzoNobel's Dissolvine® Food Grade Chelates, including Dissolvine® E-Ca-10 and Dissolvine® NA2-P, in the U.S. food industry. Viachem's sales representatives have significant expertise in this area. The Viachem sales model complements AkzoNobel's sales initiatives. "We can benefit from Viachem's food industry knowledge and technical sales team. Partnering with Viachem will provide a greater focus on the food market and better service to our customers" says Rob Vancko, Business Manager Chelates Americas. With multiple stocking locations across the United States, Viachem will provide better logistics to service AkzoNobel's customers.

"Viachem applies proven inside sales strategies, supported by state of the art CRM technologies, to compliment AkzoNobel's direct sales initiatives. The result is a sales channel that cost-effectively expands producers' revenue streams while meeting a high standard of end use customer satisfaction. Viachem builds its business on the understanding that a distribution partnership can only be strong if it delivers win-win return for the producer and the end-use customer. We're innovatively pursuing that win-win value delivery. We all benefit" says Kyle Einhorn, Vice President of Business Development for Viachem.

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Viachem serves customers nationwide using a sophisticated marketing and sales model that helps manufacturers increase their customer base. Viachem’s services to chemical purchasers include third party verification and quality control as well as formulation assistance and competitive pricing for specialty chemicals used in a wide range of industries. The company is headquartered in Plano, Texas. Its web site is www.viacheminc.com

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