



## **Viachem and Vertellus Health & Specialty Products LLC Partner on Sales and Distribution of Specialty Salts and Solutions**

PLANO, TX – Oct. 31, 2007 -- Viachem, Ltd., a leading supplier of fine and specialty chemicals to customers throughout North America, has signed an agreement with Vertellus Health and Specialty Products to serve as their sales and distribution partner for the specialty line of Salts and Solutions.

Viachem has quickly become a valuable resource for manufacturers who want to ensure that their customers have access to technical expertise that goes beyond the typical sales model. Viachem's technical sales specialists work with producers and their customers, providing process development expertise and logistics solutions.

Vertellus Health & Specialty Products LLC (VHS), a subsidiary of Vertellus Specialties Inc., is a global supplier of complex technologies including biomaterials, CPC biocides, pyridine derivatives, DEET, Sulfones, EMA co-polymers, Alkenyl Succinic Anhydrides, reducing agents, and a host of other fine chemicals tailored to meet customer needs. Vertellus is partnering with Viachem to service US customers who need specialty organic and inorganic Salts and Solutions, which are used in a wide range of chemical applications.

Bradley Buehler, Global Director of Sales for Vertellus Health and Specialty Products says, "Our customers are our top priority. We've chosen to partner with Viachem because we see them as an extension to our team. Viachem has assembled an impressive organization that has logistical

expertise and technical expertise rarely seen in service-oriented partners. Viachem provides an added level of technical expertise and logistical support that is highly valuable to our customers.”

Mike Efting, president and CEO of Viachem, says one key to his company’s success as a sales partner for producers is their ability to understand the end-user’s needs.

“Our Technical Sales Specialists know the chemistry, they understand chemical manufacturing processes, and they take the time to become intimately familiar with the products our producer partners manufacture. For those reasons, we’re able to grow a producer’s customer base by developing new sales initiatives that target untapped markets. We also can help the producer’s existing customers identify additional uses or economies of scale in their chemical purchases. This makes us a valuable resource both to the producer and the customer,” Efting says.

**About Viachem Ltd.**

Viachem is headquartered in Plano, Texas, and 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. [www.viacheminc.com](http://www.viacheminc.com)

**About Vertellus Specialties Inc.**

Vertellus is a specialty chemicals company focused on the manufacture of ingredients used in pharmaceuticals, personal care, nutrition, agriculture, and a host of other market areas affected by trends favoring “green” technologies and chemistries. Vertellus is the #1 global producer of pyridine

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