

## Viachem takes aim at specialties

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Viachem, a recently formed chemical distributor targeting the specialty chemicals market will utilize inside-sales forces to help producers reach untapped geographic markets and expand penetration into niche and under-served markets.

According to company president Mike Efting, sales specialists will use the phone and internet to make more than 4,000 contacts annually, compared to roughly 800 contacts an outside-sales specialist can make. Viachem is seeking skilled, technical people for its sales force, so they can provide customer service to buyers and feedback to producers.

Viachem is initially targeting the food, pharmaceutical, personal care and inks businesses. Viachem is also looking to sign exclusive agreements with producers.

"Few distributors focus on specialties and even fewer offer exclusivity," said Efting.

"We are the only distribution company that will offer complete end-user visibility that includes buying trends, emerging markets, and problems customers need to solve," says Efting.

The company recently signed its first customer—Rock Hill, S.C.-based Clarus Specialty Products, a producer of specialty waxes and oil used in the production of candles, cosmetics, coatings and adhesives.

Viachem has also lined up six private investors, from Alabama and Indiana, to help launch and sustain the business.