



**Jungbunzlauer**

## Jungbunzlauer Partners with Viachem to Capitalize on New Markets for CITROFOL® and Other Specialty Chemicals in the Food and Personal Care Industries

Plano, TX – Sept. 15, 2008 -- Viachem, Ltd. has signed an agreement to manage sales and distribution for Jungbunzlauer, a global leader in the manufacture of specialty food and personal care additives.

Viachem is a Dallas-based specialty chemicals distributor with a revolutionary system of using market intelligence and technically trained sales staff to manage the sales and distribution of specialty chemical products. The company continues to grow quickly with new customers in both the U.S. and abroad.

Jungbunzlauer is an international leader in environmentally responsible chemical manufacturing. It is a research-based company that focuses on healthy alternatives to sweeteners and salts for foods, as well as clean manufacturing and the production of additives for personal care products, including hair and skin care.

Viachem will represent their specialty chemicals including Citric Acid Esters CITROFOL®, Sodium Diacetate, Sodium Gluconate and Sub4Salt®, as well as new products that will be introduced. Viachem will work with

customers in both the food and personal care markets, two niche areas where the company's sales representatives have significant expertise.

"We've been watching our industry adapt as demands in the industries we serve change, and our strength is in meeting evolving needs with new and better products. Viachem's strength is in creating the awareness and the sales channel to get our products to the businesses that will benefit from them," says Peter Luck, Director Sales for Jungbunzlauer.

Kyle Einhorn, Vice President of Business Development for Viachem, says his company's rapid growth and acceptance has proven that producers will look to new and innovative ways of marketing and selling their products.

"Specialty chemical producers like our business model and our focus on market intelligence that is linked to their sales priorities and initiatives. Our company is growing exponentially thanks to the recognition by major industry producers that we have core competencies that they may not have. Jungbunzlauer sees the potential for their business, and we are excited about what we know we can do for them," Einhorn says.

Jungbunzlauer has a presence in 130 nations worldwide, with products that make other products taste better, last longer, and perform as designed. New applications for existing products, and new additives designed to improve manufacturing processes or provide environmentally responsible alternatives, are a focus for the company as it moves toward the future.

"As competition increases and the cost of manufacturing and goods goes up, producers have to find and exploit opportunities to become more efficient with everything. That includes sales and marketing. Viachem will help us with that in our North American division," Luck said.

“We’ve proven that we’re structured to help specialty chemical producers increase sales with existing customers and add a sizeable amount of new business. With business development expertise and technically trained sales representatives we consistently open up new markets for our producers in a way that is seamless to their customers,” Einhorn says.

For more information on Viachem or Jungbunzlauer, visit their websites at [www.viacheminc.com](http://www.viacheminc.com) or [www.jungbunzlauer.com](http://www.jungbunzlauer.com)

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#### **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 Jungbunzlauer**

Jungbunzlauer is one of the world’s leading producers of natural and nature-identical biodegradable ingredients. The company, which is headquartered in Basel, Switzerland, has been in business since 1867. The company manufactures all its products using a natural fermentation process. Everything they make is made to be used, transported, and disposed of in a safe and ecologically responsible way. Their commitment to environmental responsibility includes the location of sales and distributing partners in close proximity to their customers. For more information, visit [www.jungbunzlauer.com](http://www.jungbunzlauer.com)