



Marubeni Switches to Viachem for Sales and Distribution of Asahi Kasei Polyvinylidene Chloride Resin

PLANO, Texas (September 1, 2009) – Leading specialty sales and marketing company Viachem, Ltd. has been selected by Marubeni Specialty Chemicals Inc. to provide North American distribution of Asahi Kasei F310 Polyvinylidene Chloride (PVDC) Resin. [Marubeni](#), has transferred all sales, service and marketing responsibilities for the specialty ingredient from Seattle distributor ChemPoint.

Known for its excellent humidity, gas and aroma barrier properties, [Asahi Kasei F310 PVDC Resin](#) is often used to modify atmosphere packaging for food, protective coatings on metals, and in several other areas where products need to be protected from their respective environment.

Marubeni said it enlisted Viachem to gain broader distribution for F310 PVDC Resin based on Viachem's reputation as a dedicated specialty chemical marketer, according to Mark Mooney, senior sales and marketing manager for Marubeni. "We've tapped Viachem based on the company's trained sales and support staff, as well as its service. Given the broad range of applications for F310 PVDC Resin, we want to capitalize on all of the possible audiences, uses and markets for the product. This partnership with Viachem allows us to have that bandwidth efficiently and effectively," said Mooney.

Besides being used for film and paper coatings, F310 PVDC Resin is also used for ink formulation and metal coating. Kyle Einhorn, vice president of business development for Viachem, added that it is an ideal specialty chemical to benefit from Viachem's representation model.

"Companies we partner with, such as Marubeni and Asahi Kasei, specialize in either the manufacture or import of products like F310 PVDC Resin. They look to us to specialize in the actual marketing, selling and distribution of those products," added Einhorn. "We dedicate the time to not only understand the product and its respective markets, but to aggressively sell and deliver that product to the right audience. Instead of making Marubeni go an inch deep with their sales and marketing efforts, we house the resources and expertise to help them go the full mile."

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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.

About Marubeni

Marubeni Specialty Chemicals (MSI) in White Plains, New York is the importer of Asahi Kasei's F310 PVDC resin. MSI is a specialty chemical importer/exporter and distributor. As a subsidiary of Marubeni America Corp. in New York and Marubeni Corp. in Japan, MSI can access to a network of over 125 Marubeni Group offices and about 450 associated companies worldwide in chemical sourcing, finance and commerce. Marubeni Corp. ranks #189 in the 2009 Fortune Global 500 in sales.