



Syrgis Performance Specialties Extends Relationship with Viachem

PLANO, Texas (March 8, 2010) – Syrgis Performance Specialties, a leading domestic manufacturer of Ultraviolet (UV) light absorbers, has extended its partnership with [Viachem](#), Ltd. for sales and marketing representation for its MAXGARD® UV light stabilizers.

[Syrgis Performance Specialties](#), formerly Lycus, specializes in UV light absorbers for use in plastics, coatings, adhesives, textile and personal care. The company leverages its relationship with Viachem, a leading supplier of specialty and fine chemicals, to increase market share for its MAXGARD brand of substituted benzophenones, according to Jimmy Wooten, product manager for Syrgis Performance Specialties.

“Extending our relationship with Viachem allows us to better serve all of our target customers. Viachem provides a dedicated sales and support team that best addresses our distribution needs for these important markets, while also offering formulation assistance, creating new applications for the MAXGARD line, and adding value for our end-use customers,” said Wooten.

MAXGARD benzophenones are additives that have multiple uses, such as in personal care products where they preserve and enhance color and fragrance, which can diminish through UV exposure. As the sole producer of UV stabilizers in the United States, Syrgis Performance Specialties is ideally positioned to benefit from Viachem’s representation services, according to Kyle Einhorn, vice president of business development for Viachem.

“Our work with Syrgis goes beyond the usual logistics, warehousing and repacking distributor model,” added Einhorn. “We deliver comprehensive market analyses and prospect qualification as well as sales representation for the company, acting as an extension of the Syrgis sales and marketing team to more effectively and efficiently deliver orders. Since Syrgis is a specialty chemical manufacturer with the expertise to meet unique, niche market needs, they are an ideal partner for Viachem.”

About Syrgis

Syrgis is an international, diversified group of fine and specialty chemical manufacturers. Headquartered in Cincinnati, Ohio, the Syrgis suite of companies includes Lycus, Ltd., P Chem, Inc. and Syrgis Performance Initiators, Inc. — all worldwide leaders in their respective niche markets. Syrgis companies deliver high-quality products that meet the exacting standards of leading chemical solution providers in the automotive, building materials, composites, cosmetics, mining, oil and gas, paints and coatings, personal care, plastics, renewable energy, transportation and water treatment industries. Syrgis, backed by Cleveland-based Edgewater Capital Partners, is dedicated to delivering the high-performance products its customers demand, supported by exceptional customer service and technical expertise.

About Viachem Ltd.

Founded in 2006, Viachem serves a growing portfolio of international chemical producers by offering exclusive sales and marketing representation for specialty and fine chemicals to customers throughout North America. Viachem specializes in the food and beverage, personal care, paints and coatings, industrial and household cleaners, specialty waxes, pharmaceutical, nutraceutical and cosmeceutical industries. The company is headquartered in the Dallas suburb of Plano, Texas, and maintains warehousing outlets to serve customers throughout the U.S. For more information, visit www.viacheminc.com.

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