



**2016 European
Polymer Stabilisers
New Product Innovation Award**

**PRESS STATEMENT
SONGWON International AG**

Who is Frost & Sullivan?

Frost & Sullivan is a leading, 55 year-old market research and consulting firm that tracks multiple industries including Automotive, Healthcare, Information and Communication Technology, and more. Headquartered in Mountain View, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

What are the Best Practices Awards?

The Frost & Sullivan Best Practices Awards have identified exemplary achievements within a multitude of industries and functional disciplines for the last 16 years. Frost & Sullivan conducts best practices research to properly identify unrivaled innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan 2016 European New Product Innovation Award is a compelling, third-party validation of a company's growth strategy and execution. SONGWON's Best Practice Award is a very strong indicator to employees, investors, customers, and the public that SONGWON has superior solutions and a viable strategy in the polymer stabilisers market.

Why SONGWON?

Polymeric flame retardants are thermally unstable at elevated temperatures during conversion and compounding, which results in issues such as discoloration. SONGWON's product development strategy in the polymer stabilizer market focuses on improving the handling experience, as underscored by the introduction of the company's new products—SONGNOX® PQ SB and SONGNOX® 1162 FF triple blend. The proactive development of new stabilizer packages underscores the company's strategic business development. SONGWON's strategic approach to product innovation and development is multipronged and satisfies customers across the spectrum.



With its customer-centric approach and overall performance, SONGWON International AG has earned the Frost & Sullivan 2016 European New Product Innovation Award.

Significance of European New Product Innovation Award



To receive the Frost & Sullivan European New Product Innovation Award requires a company to demonstrate excellence in growth, innovation, and leadership. This kind of excellence typically translates into superior performance in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

These areas serve as the foundation of a company's future success and prepare it to deliver on the two criteria that define the Frost & Sullivan European New Product Innovation Award (New Product Attributes & Customer Impact). The concept is explored further below.

Demand

- Acquire competitors' customers
- Increase renewal rates
- Increase upsell rates
- Build a reputation for value
- Increase market penetration

Brand

- Earn customer loyalty
- Foster strong corporate identity
- Improve brand recall
- Inspire customers
- Build a reputation of creativity

Competitive Positioning

- Stake out a unique market position
- Promise superior value to customers
- Implement strategy successfully
- Deliver on the promised value
- Balance price and value



Key Benchmarking Criteria

For the European New Product Innovation Award, Frost & Sullivan analysts independently evaluated two key factors — New Product Attributes and Customer Impact — according to the criteria identified below.

New Product Attributes

- Criterion 1:* Match to Needs
- Criterion 2:* Reliability
- Criterion 3:* Quality
- Criterion 4:* Positioning
- Criterion 5:* Design

Customer Impact

- Criterion 1:* Price/Performance Value
- Criterion 2:* Customer Purchase Experience
- Criterion 3:* Customer Ownership Experience
- Criterion 4:* Customer Service Experience
- Criterion 5:* Brand Equity

How Can SONGWON Work for You?

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