



## SONGWON enters exclusive partnership with KRAHN Italia for Coatings

**Ulsan, South Korea – June 26, 2023** – Songwon Industrial Co., Ltd., the 2nd largest manufacturer of polymer stabilizers in the world and global specialty chemicals player, is pleased to announce that it has entered a distribution partnership with KRAHN Italia S.p.A. for its Business Unit (BU) Coatings.

Under the partnership agreement, KRAHN Italia becomes the exclusive distributor for SONGWON's BU Coatings range of SONGNOX<sup>®</sup> CS antioxidants, SONGSORB<sup>®</sup> CS UV absorbers and SONGSORB<sup>®</sup> CS HALS products in Italy as of July 1st, 2023 in the Liquid Coatings market. By selecting KRAHN Italia as its exclusive distributor, SONGWON seeks to further enhance its position in Italy, which is one of the key regions in Europe for the Coatings industry.

"Italy is an important market for us and we are very pleased to have such an experienced partner join SONGWON's extensive global distributor network," says Simona De Gradi, Sales Manager EMEA at SONGWON. "We are confident that KRAHN Italia's expertise, strong market relationships and excellent customer service, combined with SONGWON's products, will help us build and cement our position as the supplier of choice for additives for liquid coatings in Italy."

Based in Milan, KRAHN Italia specializes in the marketing and distribution of specialty chemicals. A sales and distribution partner to leading international chemical manufacturers for more than 100 years, KRAHN Italia offers its partners an extensive, high-quality product range, comprehensive technical services as well as in-house laboratory support. Working side-by-side with KRAHN Italia, chemical manufacturers benefit from a targeted and sustainable product marketing approach based on its deep knowledge of the Italian market and customers' coatings needs.

“We are delighted to be chosen to represent SONGWON in the Italian market. This partnership presents a great opportunity for both companies to actively collaborate and grow, not only our businesses but also to add value for our customers in Italy as well,” says Enrico Bozzi, Managing Director of KRAHN Italia S.p.A. “Expanding KRAHN Italia’s strong portfolio with SONGWON’s high-quality additives for coatings not only allows us to better meet customers’ needs but also enables us to increase SONGWON’s visibility and expand its position in the coatings market in Italy.”

#### **About Songwon Industrial Co., Ltd.**

A leader in the development, production and supply of specialty chemicals, SONGWON’s products touch your life every day, everywhere. Since 1965, we’ve been driving innovation, partnering for progress and paving the way for a better more sustainable tomorrow with 360° customized solutions.

Headquartered in South Korea, SONGWON is the 2<sup>nd</sup> largest manufacturer of polymer stabilizers worldwide. With Group companies and world-class manufacturing facilities across the globe, we are dedicated to providing customers in over 60 countries with high-performance products that meet their individual needs and the best levels of service.

For further information, please go to: [www.songwon.com](http://www.songwon.com).

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