



SONGWON underlines its continued commitment to the coatings industry

Ulsan, South Korea – November 12, 2019 – SONGWON Industrial Group (www.songwon.com), the 2nd largest manufacturer of polymer stabilizers in the world, highlights the strengthening of its commitment to the coatings industry. With the start-up of its Technical Service Coating Lab at its world-class manufacturing facility, Maeam in South Korea, SONGWON now has all the necessary devices, tools and stations for both powder and liquid coating applications. Located next to SONGWON's R&D headquarters and Global Application Community, means that the organization can take advantage of the innovation synergy. With several newly added weathering devices, SONGWON is fully equipped to support customers develop and find solutions to formulation issues relating to UV and temperature stabilization, as well as UV curing.

SONGWON's new Technical Service Laboratory has the benefit of testing the new molecules the R&D team is developing and screening their performances based on the different binders and formulation types that the customers in specific industries are using. SONGWON also has a team of highly committed chemists and technicians fully dedicated to rapidly finding solutions to the stabilization challenges customers in the industry are facing.

"Since this summer, we have already started working with several of our key customers to find the best packages to fit their needs and their applications," explains Rosanna Telesca, Leader of the Market Center Coatings. "Our new Technical Service Laboratory will also be helping us to create value for our customers by boosting the technical developments of a new molecule, a new blend or even a new physical form for an existing product."

Customers across the globe, and in Asia, also benefit from SONGWON's blending facilities in Suwon, South Korea which has started producing multiple ingredient-blends, using the organization's best performing UVAs and HALS, in line with the needs of customers and new incoming trends in the industry. SONGWON offers both standard and customized stabilization packages (e.g. blended according to a customer recipe) from its Suwon facility and by decreasing the complexity and the number of steps required in formulation and preparation, customers also profit from an immediate ready-for-use solutions such as the SONGSORB® CS B Blends. These blends have already been successful in the adhesives and sealants industry, where SONGWON plans to further expand into with its existing broad portfolio but also with sustainable solutions specifically developed for this industry e.g. adhesive solutions with improved solubility and thermal stabilization performance.

With its innovation and manufacturing expertise, based in South Korea, SONGWON is well-placed to serve Asia, and in particular the fast-growing Chinese market with its increasing focus on more sustainable solutions. To strengthen its commitment to the Chinese coatings industry and our customers, SONGWON recently appointed a new expert, Hu Zhengyu, Sales Manager, BU Specialty Chemicals in China who will join Songwon Chemical Co., Ltd.

"Hu's 20+ years of experience in the Coatings, Ink and Adhesives Industry will be key to supporting our customers as well as developing a high performing distribution channel to serve the whole Coating Industry in the region," says Telesca. "With our leading technologies, world class manufacturing facilities and enhanced sales and technical service capabilities, we are confident that we can meet our customers' needs and help them prosper in today's challenging industry."

If you require any assistance, information or support with any issues relating to stability, SONGWON's experts will be please to help you. Just contact our experts at: specialtychemicals@songwon.com

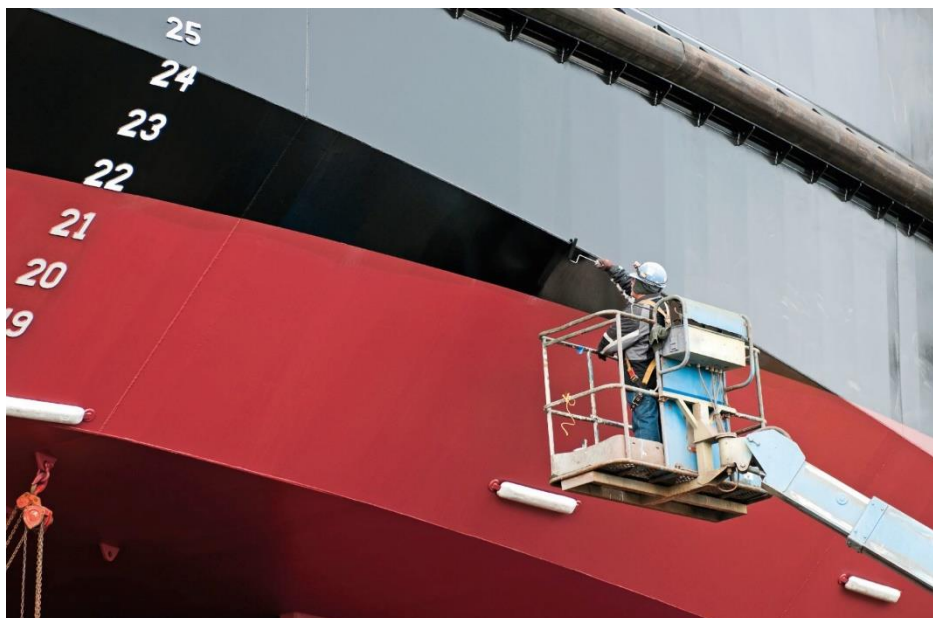
For further information about SONGWON, please visit: www.songwon.com

About Songwon Industrial Co., Ltd.

SONGWON, which was founded in 1965 and is headquartered in Ulsan, South Korea, is a leader in the development, production and supply of specialty chemicals. The second largest manufacturer of polymer stabilizers worldwide, SONGWON Industrial Group operates companies all over the world, offering the combined benefits of a global framework and readily accessible local organizations. Dedicated experts work closely together with customers to develop tailor-made solutions that meet individual requirements.

For further information, please go to: www.songwon.com.

Photo Caption



SONGWON underlines its continued commitment to the coatings industry.
(Photo: Songwon Industrial Co., Ltd.)

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