



## SONGWON further strengthens its ongoing commitment to China's coatings industry

**Ulsan, South Korea – December 10, 2020** – Over the past year, SONGWON Industrial Group ([www.songwon.com](http://www.songwon.com)), the 2<sup>nd</sup> largest manufacturer of polymer stabilizers in the world, has continued to strengthen its commitment to the coatings industry in China. In order to better serve customers, SONGWON has steadily built up an extensive network of highly competent and experienced distributors throughout China to expand and promote its offering to the region's Coatings market.

Having such a strong network of distributors supported by the local SONGWON China branch office has well-positioned SONGWON to help customers find new and more innovative solutions for meeting their coating challenges. Known for its comprehensive technical know-how and industry expertise, SONGWON has also developed and launched various special products in 2020 that address the demands of the local market in China. Furthermore, in the past 12 months, the company has been supporting customers to develop new Coating formulations.

“This year for example, we successfully launched our SONGSORB® CS WB range for high-performance, durable, low-VOC water-based coatings. The new products have been tested by many customers and compared to other existing solutions with extremely positive outcomes.” says Steven Hu, Sales Manager, SONGWON China Specialty Chemicals.

In 2020, SONGWON's offering for the Coatings market's high-end applications was greatly expanded with the introduction of new products to its triazines range which were especially developed to meet the increasing need for long-lasting, high performance additive solutions. SONGWON reports that it has already received very positive feedback from customers who have started testing the products.

With its already existing comprehensive range of innovative solutions for non-traditional applications, SONGWON has also successfully established itself with both resin producers and end formulators in the Chinese market in application areas such as Powder Coatings. Looking ahead to early 2021, SONGWON plans to launch new Powder Coatings products to the local market designed to improve formulation stability at high temperatures or in more demanding conditions.

Throughout the year, SONGWON further promoted its brand and product offering as well as highlighted its commitment to the Coatings industry in China by attending industry conferences such as Chinacoat which recently took place from December 8<sup>th</sup> – 10<sup>th</sup> in Guangzhou. "In 2020, we also organized several trainings for our distributors and some of our key customers. These provided an opportunity for us to strengthen both relationships and SONGWON's market image. We were also active on WeChat, China's largest and most popular social network," says Rosanna Telesca, Leader Market Coatings.

SONGWON's experts, who will be pleased to help you, can be contacted at: [specialtychemicals@songwon.com](mailto:specialtychemicals@songwon.com).

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

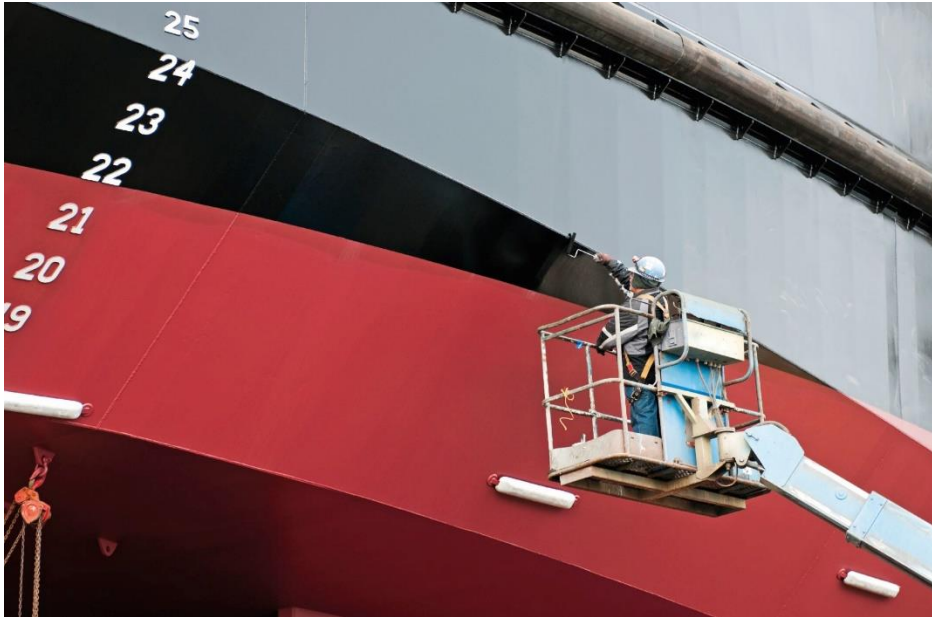
A leader in the development, production and supply of specialty chemicals, SONGWON's products touch your life every day, everywhere. Since 1965, we've been driving innovation, partnering for progress and paving the way for a better more sustainable tomorrow with 360° customized solutions.

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).

## Photo Caption

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SONGWON further strengthens its ongoing commitment to China's coatings industry (Photo: Songwon Industrial Co., Ltd.)

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Rita Verschuuren ([rverschuuren@marketing-solutions.com](mailto:rverschuuren@marketing-solutions.com), +32 3 31 30 311).

**For further information,  
please contact:**  
SONGWON Industrial Group  
Christine Hug  
Corporate Communications Manager  
Walzmühlestrasse 48  
CH-8500 Frauenfeld  
Switzerland  
Tel: +41 52 635 0000  
E-mail: [marketing@songwon.com](mailto:marketing@songwon.com)

**For editorial inquiries and clippings,  
please contact:**  
Marketing Solutions  
Rita Verschuuren  
Box 6  
2950 Kapellen  
Belgium  
Tel: +32 3 31 30 311  
E-mail: [rverschuuren@marketing-solutions.com](mailto:rverschuuren@marketing-solutions.com)

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