



FOR IMMEDIATE RELEASE

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Contact:

Eileen Petridis

Falls Communications

(216) 696-0229

EMERALD KALAMA CHEMICAL ANNOUNCES NEW K-FLEX® PLASTICIZER

Kalama™ K-FLEX® 850S Offers Economical, Environmentally Friendly Solution

CUYAHOGA FALLS, OH – Emerald Kalama Chemical announces a new plasticizer, Kalama™ K-FLEX® 850S, to meet the performance challenges of today’s adhesives, PVC compounds, coatings, and other latex polymer applications. Kalama K-FLEX dibenzoate ester plasticizers are highly effective, low VOC, non-phthalate, non-alkyl phenol ethoxylate (APE-free) plasticizers that are compatible with a wide range of polymers including, acrylic, styrene acrylic, styrene butadiene (SB), vinyl acetate (PVA), vinyl acetate-ethylene (VAE), PVC, and plastisol systems.

“The Kalama K-FLEX 850S provides good value and benefits for the formulator. The viscosity enhancing attribute of this product is an especially important feature in higher viscosity applications such as caulks, plastisols and certain adhesives and coatings, ” said Shamsi Gravel, Product Line Manager for Emerald Kalama Chemical.

The product is also environmentally friendly and classified as non-hazardous under OSHA, as well as the new UN Globally Harmonized System of Classification and Labeling of Chemicals (GHS). The GHS is currently being adopted around the globe and is already in effect in certain countries. K-FLEX 850S is non-regulated under domestic and international transport regulations. In addition, unlike some other plasticizers, it is specially formulated so that it does not bear a “dangerous for the environment” symbol on the label under the EU Dangerous Preparations Directive.

Emerald Performance Materials, LLC

Corporate Headquarters: 2020 Front Street, Suite 100, Cuyahoga Falls, OH 44221 / Phone: 330-916-6700 / Fax: 330-916-6734

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”The K-FLEX product line is considered more environmentally friendly than the traditional phthalate plasticizers,” added Gravel. “The dibenzoate ester chemistry used in the K-FLEX products is readily biodegradable--a key product attribute which is becoming more important for customers seeking greener chemistry. Our K-FLEX product line also meets the requirements for certain FDA indirect food contact clearances and features favorable classifications such as non-PBT (non-persistent, bioaccumulative or toxic). The absence of EU hazardous symbols on the product labels will make K-FLEX 850S a preferred and economical choice for many formulators.“

Emerald Kalama Chemical’s global toluene oxidation operation also produces sodium and potassium benzoate, benzoic acid and intermediates, and specialty flavor and fragrance ingredients, which the company sells worldwide through its distribution partners. Kalama’s products are used in a range of applications from beverage preservatives to personal care and household products, as well as industrial applications.

For more information on K-Flex® or other Emerald product lines, visit www.emeraldmaterials.com or contact customer service: 800-223-0035, 360-673-2550, kalama@emeraldmaterials.com.

Emerald Kalama Chemical is a division of Emerald Performance Materials, LLC. Emerald produces and markets technologically advanced specialty chemicals for a broad range of food and industrial applications. Its products play a variety of roles in the products that are consumed and used every day enabling them to last longer, look, smell, taste or perform better. Emerald products are used in aerospace, food, beverages, cosmetics, toothpaste, household products, paint, tires, automobiles, sports gear and many other applications. Headquartered in Cuyahoga Falls, Ohio, Emerald has four business units, seven operations and approximately 600 employees.

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