



Paris – September 4, 2019

Arkema's technical polymers business highlights several new digital marketing tools for its customers at the 2019 K-Show, booth 6C57

Arkema will unveil a suite of new digital tools for its customers including a newly enhanced website, an advanced searchable materials database, and a series of instructional online video tutorials. Meet us at booth 6C57.

Arkema's Technical Polymers website www.extremematerials-arkema.com is now available in four languages – English, Chinese, Japanese, and most recently Korean. The enhanced website now also contains a section dedicated to sustainability solutions, where the user can browse through content related to our six major sustainability themes: Bio-based polymers, Durability in-use, Light-weighting, Recyclability, Sustainable markets (like clean energy), and Responsible Stewardship. There is a special focus on Arkema's involvement in the Pragati project for sustainable castor farming in India. The new website also features a steady stream of webinar sessions that may be attended by the user in real-time or on demand.

The website also hosts an upgraded searchable materials database, which can be accessed directly at www.mypolymer.com. The database features new advanced features such as market and application search capability as well as the ability to search based upon specific features and performance properties. The database delivers not just technical data documents to the user, but also related multimedia content and relevant web pages.

Another new digital feature is Arkema's "The ABC's of Kynar® PVDF" video series. Users can browse through a series of three minute videos highlighting beginner, intermediate, and more advanced topics related to our flagship fluoropolymer family. View the series at www.kynar.com.

A designer of materials and innovative solutions, Arkema shapes materials and creates new uses that accelerate customer performance. Our balanced business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €8.8 billion (\$10.4 billion) in 2018, we employ approximately 20,000 people worldwide and operate in close to 55 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in bio-based products, new energies, water management, electronic solutions, lightweight materials and design, home efficiency and insulation. www.arkema.com

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