

## Arkema launches a new Japanese website and online database for fluoropolymers and specialty polyamide resins

The new website, [www.extremematerials-arkema.com/jp](http://www.extremematerials-arkema.com/jp) is a fully functional Japanese language version of the previously launched English site. It focuses on Arkema's three families of technical polymers – Kynar® PVDF fluoropolymers, Pebax® thermoplastic elastomers, and Rilsan® renewable specialty polyamide resins.

*"An extreme world needs extreme materials"*. This is the theme behind Arkema's recently launched Technical Polymers website. "We are now delighted to offer a fully functional website for our Japanese customers," said Kevin Hanrahan, chief marketing officer for Technical Polymers.

*"The new translated website enables the local user to easily navigate through our site and rapidly access, compare and download grade-specific data,"* said Hanrahan. Users can browse the site by product or by market/application – with equal levels of comfort and intuitiveness.

The website also features an integrated materials database – accessible with one click from any page within the site. This database allows the user to select, compare and download specific technical data in the Japanese language as well.



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 €7.7 billion in 2015, we employ approximately 19,000 people worldwide and operate in close to 50 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](http://www.arkema.com)

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