

**FOR IMMEDIATE RELEASE**  
**July 24, 2014**

### **Chemetall Introduces “*Perfect Harmony*” – *Its Total Value Proposition***

New Providence, NJ – Chemetall announces its proprietary "Customer Total Value Proposition". It is the culmination of years of hard work and expertise coming together and the payoff is simple – only Chemetall is in the best position to fully optimize the performance of its Metal Fabrication and Finishing Process Customers.

Chemetall’s proprietary Customer Value Proposition consists of the following six parts:

- 1) A full line of innovative, integrated metal fabrication and finishing products
- 2) Comprehensive expert support
- 3) Open collaboration between our customers, our production plants, our administrative services and our in-field representatives
- 4) Fast and accurate labs
- 5) Exceptional quality standards
- 6) Real people available locally.

“We are proud of *Perfect Harmony*,” said Julia Murray, Vice President of Technical & Marketing for Chemetall North America. “We call it this because we are using the six strings of a guitar to represent the six components of our proprietary Customer Value Proposition. We all appreciate music and when business fundamentals are truly executed with our level of commitment and precision, it really is like the experience of perfect musical harmony.”

Chemetall has been developing, manufacturing, and supplying state-of-the-art specialty chemical technologies for over a century. The ISO 9001 company offers a wide spectrum of products ranging from metalworking fluids and drawing & stamping compounds to cleaners, rust preventives and surface treatment chemistries. Chemetall’s integrated products, chemical management systems, process equipment, and technical service programs deliver efficient and cost effective solutions for industrial manufacturing needs. Expect more with Chemetall!

Chemetall is a world-class specialty chemical company and a global provider of chemical technologies based in Frankfurt, Germany. In addition to the North American headquarters in New Providence, New Jersey, other locations in the Americas include Blackman Township, Michigan; La Mirada, California; Bramalea, Ontario; and Querétaro, México. Chemetall is a division of Rockwood Holdings Inc., a global specialty chemicals and advanced materials company traded on the New York Stock Exchange.

For more information about Chemetall products and service, contact: Chemetall, 675 Central Avenue, New Providence, NJ 07974-0007; Tel: 800-526-4473; Fax: 908-464-4658; Website: [www.chemetallNA.com](http://www.chemetallNA.com); or Email: chemetall.products@chemetall.com.

