

FOR IMMEDIATE RELEASE
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Chemetall North America Emphasizes Open Collaboration through Social Media

New Providence, NJ – Chemetall is pleased to announce its active presence on five popular social media sites: YouTube, LinkedIn, FaceBook, Twitter and Instagram. Chemetall adheres to a 6-part Total Value Proposition – an integrated portfolio of products; comprehensive expert support; open collaboration; fast and accurate labs; exceptional quality standards; and real people available locally.

The launch of Chemetall's presence in social media increases communication as part of its continuous improvement in Open Collaboration with its customers, universities and industry experts.. We define Open Collaboration as an open and continuous flow of specialized information between Customers and Chemetall's integrated production plants, laboratories, and administrative services to increase efficiencies through better communication.

For over a century Chemetall has been developing, manufacturing, and supplying specialty chemicals for metal fabrication and finishing processes.

"As everyone knows, communication methods have continued to evolve at a very rapid pace in society", said Julia Murray, Vice-President of Technical Marketing for Chemetall, "and we certainly understand the value of clear and accurate communication at Chemetall. We are excited to join the New Media generation and invite you to visit us on these platforms!"

Access to these portals are available through the recognizable icons on the home page of the Company website, www.chemetallNA.com

Chemetall has been developing, manufacturing, and supplying state-of-the-art specialty chemical to meet customers' needs. 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/Main, Germany. In addition to the North American headquarters in New Providence, New Jersey, other locations in the Americas include Jackson, Michigan; La Mirada, California; Bramalea, Ontario; Jundiaí; 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; or Email: chemetall.products@chemetall.com.