

IQChem Newsletter

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Editorial

Sven Fiebrig, Chairman

This Newsletter is issued with the purpose to provide customers, agents and suppliers alike with information on recent developments at IQChem.

We have recently reviewed our business performance 2011. It has been a gratifying year thanks to the strengthening of key economies and solid demand from our customers. The near-term forecast is positive and we are confident this development can be extended in spite of prevailing European sovereign debt issues. We are a small supplier with excellent product and market know-how plus a high degree of flexibility. In combination, this puts us in a favourable position vis-à-vis large players who tend to focus on higher volume business.

IQChem is established in the market place and solidly capitalised to finance further initiatives on its path of growth. Recently, we have entered a strategic partnership with POLYGON group. In the process the POLYGON group acquired a majority share in IQChem and we now are grateful for it to be represented on our Board of Directors for the joint development of IQChem's strategic direction.

Furthermore, we are preparing for transitioning the responsibilities of Managing Director Dr. Fritz Brenzikofer, who is approaching retirement age, to his successor Dr. Bruno Piastra. Fritz has very successfully established IQChem as a pigment supplier during the course of his tenure since 2006. We are proud to welcome Bruno on board. He has vast experiences in the field of pigments and its various applications. Bruno will take over the role as MD starting on June 1st. Beyond this date we will enjoy the continued support of Fritz, be it for providing advice on strategy, sourcing or market intelligence.



Sven Fiebrig, Chairman

Fritz Brenzikofer, Managing Director

IQChem, a successful and well-known pigment supplier with further significant growth potential.

Our gratifying business development over the last years proves that our business behaviour and marketing policy is very successful. I'd like to take this opportunity to explain our strategy and mission:

1. Business principle: to be a serious and reliable business partner in terms of prices, product quality and supply security.

As from the beginning of our pigment supply activity we focused on trust and reliability which became an import key success factor for IQChem. We never wanted to gain market shares by offering "dumping prices" which we could not guarantee.

2. Key success factors and pillars for our success

- High pigment expertise of IQChem management
- Broad product portfolio by selecting the products with the best cost-performance ratio from different pigment manufacturers
- Intensive and efficient market presence thanks to our extensive agent and distributor network
- Own screening laboratory in Switzerland
- Centralized European warehouse in Germany
- Sophisticated internal IT-system which allows an exact tracking of all sampling and pigment screening activities

3. REACH and other environmental regulations

As from the beginning of our pigment activity, REACH and other environmental regulations were of critical importance to us and we therefore are in full compliance with the various regulations in Europe and other countries.

It is evident that we will see the real financial effect of REACH only at the end of the official registration deadline, i.e. in 2018, we are all aware of the financial impact of REACH which can become a "killer factor" for smaller companies like IQChem. For this reason last year we started to review our shareholder structure by looking for a main shareholder with a long-term business strategy beyond 2018. We are very happy that with Alantana we found a business partner who would pursue a long-term business strategy beyond 2018.

In the meantime the Polygon Group of Switzerland, an industrial investor, acquired a majority of IQChem. We are pleased to have the backing of Polygon Group. Given its financial strength, we see great opportunities to boost IQChem's business development.

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4. Outlook

In order to ensure IQChem's success beyond my retirement in May 2012, we recruited Dr. Bruno Piastra, a highly experienced manager in the field of pigments. Bruno joined us on April 1st. He will assume the duties of managing director of IQChem as per June 1st, 2012. We all wish him much success and good luck in his new role. (Please see separate section in this Newsletter.)

So as to facilitate a smooth transition I will personally continue to work for IQChem on strategic issues and for selected key accounts. Needless to say, I will support Bruno Piastra wherever needed. My function as a member of IQChem's Board of Directors remains unchanged."

As resting is rusting, IQChem will continue to focus on a sustainable business expansion. For this reason we want to broaden our customer base by intensifying our marketing efforts in the important market segments of coatings, plastics and printing inks.

Of course we owe our excellent success to a large part to our customers, suppliers and marketing partners. To all of you I want to express my thanks and gratitude for what you did in the past for me and the continuing support you will surely offer to Bruno Piastra and me also in the future.

Yours faithfully
Fritz Brenzikofer



Fritz Brenzikofer
Managing Director

Mr. Fiebrig: **Mr. Piastra, what could you tell us about yourself? Who are you?**

Mr. Piastra: I am 44 years old. I have a scientific education. I started my career in 1994 in the Pigment Research at Clariant. I have a track record experience in this field. Then I shifted from the colour business to the additive business. I held different functions in Marketing and Sales in the Plastics Business. In my last position, as a Product Manager for biocides, I could really experience the management of a complete portfolio in terms of product mix but also in terms of communication and promotion.

Mr. Fiebrig: **Why have you decided to join IQChem? What were your motivations?**

Mr. Piastra: Taking on the responsibility for a company is a challenge, especially in our very competitive environment. In small companies you can apply your talents in order to further develop the business in a rather direct manner. This is a complex function where you can implement the decisions you have taken. You need to keep on learning while leading the team and the operations.

Mr. Fiebrig: **What are your strengths? How can you further contribute to the development of IQChem?**

Mr. Piastra: My technical background will be helpful in the sourcing activities and discussions with our partners. I have been in Marketing and Sales in the Plastics Industry for many years and I have a good overview of this industry. This will contribute to the strengthening of our commercial network.

Mr. Fiebrig: **Mr. Piastra, how do you see the future of IQChem?**

Mr. Piastra: With the support of our major shareholder, Polygon Group, we are confident about the future of IQChem. There are a lot of opportunities in terms of products and markets that still need to be explored. With the whole team, I am fully committed to the success of IQChem.



Bruno Piastra
new Managing Director

POLYGON group – the new majority shareholder of IQChem

With Fritz Brenzikofer at the helm, IQChem showed a remarkable growth over the last years. To continue this path, IQChem will need additional means. A big challenge to IQChem as to most other chemical companies will be the REACH deadline in 2018. The POLYGON group has become the majority shareholder of IQChem with the specific aim to assure IQChem's continuing growth in the near future and beyond the 2018 REACH deadline.

The POLYGON group is a group of several companies active in chemical distribution in Central Europe, owned by the holding company ALANTANA Ltd.. The group is dedicated to the distribution of high performance products which demand both high product quality and high technical expertise. Its largest company is POLYGON CHEMICAL Ltd., Olten/Switzerland, which has been active in distribution, development and production of high performance products for over thirty years.

For the past five years, POLYGON has been IQChem's distributor in the German-speaking countries.

With Mr. Piastra as the new managing director and Fritz Brenzikofer's continuing support the POLYGON group is convinced that IQChem will have a bright future thanks to the close cooperation with its partners, customers as well as suppliers.

Product eye catcher

Under www.iqchem.com/products, you can find our extensive range of organic pigments for the segments plastics, coatings and printing inks.

Here we want to emphasize on selected high performance pigments:

C.I.	Product Name	Applications
PY 110	IQC Plast Yellow 110-2RLTS IQC Plast Yellow 110 IQC Coat Yellow 110 IQC Ink Yellow 110	PVC-p; PVC-r; rubber Polyolefines, PS, ABS all kind of paints offset, solvent based packaging inks aqueous based packaging inks
PY 151	IQC Coat Yellow 151 IQC Ink Yellow 151	all kind of paints aqueous based packaging inks
PY 180	IQC Plast Fast Yellow 180 IQC Ink Yellow 180	all kind of plastics, except PA 6 offset, solvent based packaging inks
PR 149	IQC Plast Red 149	high heat stability, suitable for Polyolefines, plasticised PVC, PS, PC
PR 185	IQC Plast Red 185 IQC Ink Red 185	Polyolefines, PVC, PS offset, solvent based packaging inks aqueous based packaging inks
PR 208	IQC Plast Red 208	PO and plasticised PVC
PBrown 25	IQC Plast/Coat Brown 25	Plastics (PO, PS), Paints (except Decorative paints), offset printing



IQChem team, from left to right
*Fritz Brenzikofer, Bruno Piastra,
 Sven Fiebrig, Alfred Betschart (Vice Chairman
 and main shareholder), Claudine Langenbronn
 (head of logistics), Peter Steiner (head of F&A),
 Ulysse Brigenti (head of laboratory)*



**Pigment workshop May 2012 with our
 agents/distributors**
*Polygon (Germany, Switzerland, Austria),
 EUKEM (France, Benelux), Devine Chemicals UK,
 CAME Italy, NAG Turkey and GLC Quimica
 (Spain, Portugal)
 Missing: Arat Chem Iran*

News about marketing partners

Hannu Kurki, Crane Chem Finland

Last December Hannu Kurki, our agent for Scandinavia, passed away. We keep Hannu in our best memories. His wife, Leena Kurki, continues the sales activity with a few selected customers, however, the agency for Scandinavia is vacant until further notice.

Benelux

Bruno Sallé de Chou, owner of Eukem and our agent in France, has become our agent for Benelux also.
www.eukem.com

Looking for our technical information like TDS and SDS?

We refer to our website at www.iqchem.com where you will learn more about our product portfolios and from where you can also download all our TDS and SDS.

Next event

Fakuma, 16th – 20th October 2012 in Friedrichshafen/Germany

Visit us at the joint IQChem/Eukem booth.