



Acrylate

SPRING 2007

“The Thrill of the Chill”— Arctic White™

California Chemical Specialties (CCS), a division of Esschem continues its tradition of innovation in cosmetic products by introducing the whitest and brightest nail powder ever seen – Arctic White (patent pending). This unique cosmetic polymer is truly the whitest on the market – and became available to our cosmetic customers in February.

Each Arctic White bead is infused with high-technology illuminants to catch ambient light and shine on the fingertips. There’s no yellowing or streaking, producing a perfect, long-lasting French manicure every time. Arctic White is currently available in four substrate combinations, from traditional through medium and fast set polymers, with a variety of sculpting times to suit any level of expertise. It will soon be available in other shades as well.

Although suitable for use with almost any liquid formulation, CCS has developed a low odor violet monomer specially blended to enhance the opti-



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Y 383 2555	Traditional Set, designed for every level of expertise and ease of application. Provides a longer sculpting time than fast set powders and an efficient cure.
Y 384 2556	Fastest Set, absorbing liquid faster to create quick gelling systems.
Y 385 2557	A fast set powder, ideal for quick sculpts and easy product control.
Y 387 2558	Medium set powder, slightly longer sculpting time than the Y 385
P 702 0000	A low odor, premium violet monomer that works with every Arctic White powder. Specially blended to enhance the optical properties of the Arctic White powders.

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cal properties of the Arctic White powders. "We are very excited about the introduction of this new product," said Esschem President and COO Mike Norquist. "Customer response to date has been excellent, and we believe it will develop into a major product technology for us

going forward," he added, "especially as we add a broader color palette."

Indications continue to be positive, as customers agree that for the most spectacular French manicures ever, they are choosing Arctic White! Customers can call 1-800-POLYMER and speak to a cus-

tomers service representative to place an order or to request a free sample.

Note: Arctic White is offered in bulk for manufacturing, processing or repacking only. All data presented herein are based on information available to us and believed to be correct.

Sales and Customer Service Growth Spurt!

Growth "spurts" are periods of rapid physical development in the human body. Babies have them; so do teens. We're having one here at Esschem right now. Growth in our services, expansion in our customer offerings and, of course, the innovation for which this company is known all form a basic part of our corporate culture.

But nowhere is our most recent growth spurt more evident than in the evolution of our sales and customer service department.

To accommodate this growth, Esschem will soon be reorganizing these functions in order to continue to provide the highest levels of customer care. When our long time VP of Sales and Customer Service, Beth Welsh-Miraglia, retires in June, Phon Malone will take over as Esschem's Director of Sales and Marketing, and Kandy Collins, with her 23 years of experience at Esschem, will assume expanded responsibilities as Director of Customer Service.

"We're working on the transition gradually," Beth explains, "in order

to make the turnover smooth and nearly invisible to the customer."

Phon, who has been serving as Director of Manufacturing for Esschem and General Manager of our EssPac subsidiary, will turn over his day-to-day operational responsibilities as he shifts into his new position. With his experience in manufacturing, Phon will bring added value to our customers with his detailed understanding of the chemistry and technical aspects of our products. His familiarity with EssPac (he supervised the design, installation, and testing of all the packaging equipment) will also help us align Esschem's expanded process capabilities to the individual needs of each client company.

"This is a chance for me to use what I have been studying for the past three years in business school and what I've learned in six years at the company to lead a sales team that will develop strategies and goals to meet our customers' needs," Phon explained.

Phon will receive his MBA from Rowan University as Valedictorian of his graduating class in May 2007.



Beth Welsh-Miraglia



Phon Malone



Kandy Collins

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Kandy Collins, who moves from Manager of Customer Service to Director of that function, will bring her vast knowledge of Esschem and its customers to work for the benefit of all. "I look forward to getting to know our customers even better than before and continuing to pro-

vide them with the level of outstanding service they have come to expect from Esschem," Kandy said.

Beth also reflected on her years at the company. "I started here as a part-timer in the accounting department 22 years ago," Beth mused, "and I have certainly seen the company grow and evolve in that span.

But I also think there are very exciting times ahead for Esschem. I am very confident in the abilities of the new sales and customer service team," she added, "and I know they will build on what has gone before. I expect great things from Sales and Customer Service in the future," she concluded.

Introducing Private Label Packaging **for the Cosmetic Market**



Esschem and California Chemical Specialties (CCS) are now offering our cosmetic customers private label packaging capabilities (in addition to bulk product deliveries) through our newest division, EssPac, located only 5 miles from our production facilities



in Pennsylvania. By partnering with EssPac, customers can purchase the same high-quality cosmetic nail products they have come to rely upon from us in individual packaged units, bearing their own brand labels.

This service helps eliminate the need for our customers to schedule

packaging operations and/or maintain package inventory. It also allows them to concentrate on marketing and distributing their products while shortening turn-around and delivery time.

EssPac offers custom packaging solutions for all of our cosmetic products, including acrylic powders, liquids, gels, and accessories. Packaging options range from ¼ oz. to several pounds for powders, and from ½ oz. to several gallons for monomers, other liquids and gels. Many different shapes and sizes of packaging can be accommodated.

Finished cosmetic materials can be sent directly from the Esschem\CCS plant to EssPac, packaged and labeled to the customer's specifications, and then shipped to their facility or drop-shipped anywhere in the world. We're ready to assist our valued cosmetic customers in all

aspects of package development from selecting the right container to creating the perfect label.

Two unique EssPac offerings stand out. First, both our facility and our new, state-of-the-art packaging equipment are designed to handle a variety of flammable and hazardous materials, a rarity in the packaging industry. Second, we can handle short runs for clients who require as little as 1000 pieces per order.

Phon Malone, Director of Sales and Marketing (and who supervised the design and start-up of EssPac), sums it up. "EssPac, by partnering with Esschem and CCS, once more combines our leadership in innovation and manufacturing quality with excellence and convenience in customer service. This partnership exists to provide even better solutions for our customers' needs." To find out more, call 1-800-POLYMER today!



Key Contacts

Two-way communication is essential for building quality customer relationships. At Esschem, we encourage your input and inquiries. To help you reach the right person to assist you, we've prepared the following reference list. Call or e-mail us at any time—we are at your service!

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