



## News Release

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### **Bayer MaterialScience Appoints WhitChem as UK/I Distribution Partner for Functional Films portfolio**

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**July 9 2009** - Bayer MaterialScience has appointed WhitChem, a UK-based sales and marketing company specialising in chemicals and mineral distribution, to be a UK/I distribution partner for its Functional Films product portfolio.

Bayer MaterialScience is one of the world's leading manufacturers of films made from polycarbonate and polycarbonate blends. These films are suitable for a broad range of applications, including automotive interiors, forgery proof and durable identity cards and mobile phone housings, as well as durable labels, overlays and other screen printed articles.

Bayer MaterialScience also has a leading market position for applications in high pressure forming and film insert moulding.

The agreement, which covers products within Bayer MaterialScience's Functional Films business unit, gives WhitChem the right to sell these products predominantly to companies in the screen printing, digital imaging and thermoforming markets.

WhitChem has worked with the Bayer Group of companies since 1973 and already looks after all products in Bayer MaterialScience's Coatings Adhesives and Specialties division, of which the Functional Films business unit is a part.

Norbert Kinzel, head of films unit for the EMEA region, Bayer MaterialScience, comments: "We are committed to providing our UK and Ireland customer base with the excellent levels of service they expect from a global market leader. Our partnership with WhitChem will allow us to achieve this, while broadening our market penetration and significantly improving sales.

"The fact that Bayer's partnership with WhitChem has spanned so many years is testament that they understand our business and how we operate. Their sales teams already have a proven track record so we are confident our Functional Films portfolio is a good fit for their business."

Paul Nicholson, Marketing Director, WhitChem, added: "Our primary focus is to continue selling into the screen printing industry where volumes are high, but we will also be looking at more niche markets over the coming months.

"Our expertise in raw materials sales and marketing, combined with Bayer's technical expertise, gives us a good platform to increase market share within the UK and Ireland."

Bayer Material's Functional Films products are marketed under the names Makrofol™ and Bayfol™.

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## Note to Editors

**About Bayer MaterialScience:** With 2008 sales of €9.7 billion, Bayer MaterialScience is among the world's largest polymer companies. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main segments served are the automotive, electrical and electronics, construction and sports and leisure industries. Bayer MaterialScience has 30 production sites around the globe and employed approximately 15,100 people at the end of 2008. Bayer MaterialScience is a Bayer Group company. For more information visit [www.bayermaterialscience.com](http://www.bayermaterialscience.com) or [www.bayer.co.uk](http://www.bayer.co.uk)

**About WhitChem:** WhitChem is a sales and marketing company specialising in chemical and mineral distribution. It offers an extensive range of chemical and mineral products from global suppliers; many are recognised industry-wide as benchmarks for quality and performance. Its experts are available to assist customers in a wide range of practical issues from product usage, handling and storage, through inventory and waste management, to regulation compliance and product development. [www.whitchem.co.uk](http://www.whitchem.co.uk)

## Forward-Looking Statements

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