

# NAPIM & Chemidex Announce Strategic Partnership

**Woodbridge, NJ - February 1, 2009** – The National Association of Printing Ink Manufacturers (NAPIM) today announced a partnership with Chemidex LLC ([www.chemidex.com](http://www.chemidex.com)), a leader in connecting suppliers and product formulators through their online search engine, to provide innovative tools and resources to their professional members.

The Chemidex Graphic Arts & Inks Cybrary offers specialized resources dedicated to the needs of formulating professionals in the graphic arts and inks industry. The Chemidex platform provides qualified members with free access to a market specific search engine which enables them to search raw materials, request samples, and connect with suppliers for the raw materials needed for their new product development programs. The partnership with NAPIM and their Bio-Derived/Renewable Resource Content (BRC) Program will include the addition of a BRC index search to the Chemidex Cybrary. As a result, suppliers can now enable formulators to search and view raw materials based on their BRC content value.

Matthew Perry, Vice President of Marketing & Business Development, said, “The demand for environmentally friendly inks is leading the technology change right now and this partnership enables Chemidex and NAPIM to work together to provide the tools ink formulators need to continue developing the best new products in the industry.”

NAPIM is interested in providing this tool to suppliers and printing ink formulators to facilitate efficient communication of the bio-derived and renewable resource content of the raw materials available for ink formulation. This will allow the ink formulator to calculate the bio-derived/renewable resource content in the finished ink. This information will then become part of an ink product labeling program that will clearly identify the BRC to the printer.

Chemidex membership is free for industry formulating professionals and they are encouraged to join the Graphic Arts & Inks Cybrary online at [www.chemidex.com](http://www.chemidex.com) to get first-hand access to in-depth, qualified product information on over 1000 raw material suppliers - all in one place.

Raw material/ingredient suppliers can contact us at [sales@chemidex.com](mailto:sales@chemidex.com) or visit <http://www.chemidex.com/media> for more information on media opportunities in the Chemidex Cybrary.

## About NAPIM

The National Association of Printing Ink Manufacturers is the only trade association representing the United States manufacturers of letterpress, gravure, lithographic, flexographic and non-impact printing inks. The association was formed in 1917 and is comprised of 46 ink producing member companies representing 80+% of U.S. manufactured printing inks. Membership also includes 64 members who are suppliers to the ink manufacturing industry.

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## About Chemidex LLC

Chemidex LLC is the market leader in providing specialized search engine services in the chemical and life science industries. The Chemidex Cybrary® at [www.chemidex.com](http://www.chemidex.com) utilizes a proprietary search engine that enables formulators to locate ingredients and raw materials based on end-use application, physical property criteria and starting point formulation performance criteria. As a result, Chemidex speeds formulators' product development while simultaneously enhancing chemical suppliers' sales efforts by providing unprecedented market reach, service and product interest tracking.

Chemidex now offers focused Cybrary segments serving the Adhesives & Sealants, Graphic Arts & Inks, Food & Beverage, Household, Institutional and Industrial Cleaners, Paint & Coatings, Personal Care & Cosmetics and Plastics & Elastomers industries. Membership to the Chemidex Cybrary is free to all qualified industry professionals.

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