

Innovadex Targeted Emailing Generates Exceptional Response for New Product Launch



Customer: Bühler PARTEC GmbH
Region: North America, Latin America
 Europe (EMEA), Asia Pacific
Industries: Paint & Coatings
Media: Targeted Emailing

The Results

Audience: 8060 Global Innovadex Members
Total Impressions: 4725+ (59% Open Rate)
Total Clicks: 1365 (29% Click thru rate)

About the campaign

In 2009, Buhler introduced Oxylink, a new functional additive for waterborne paints and varnishes designed to improve the characteristics of coatings. A widely applicable additive based on nanoparticle technology, Oxylink is particularly suitable for one-component formulations and it facilitates compliance with future environmental requirements. In order to quickly build brand awareness and most importantly, create new sales opportunities among key accounts and prospects, Buhler turned to Innovadex to design, build and launch a turn-key solution to launch their new product on a global basis.

Oxylink™ – Performance additive for waterborne coatings and paints

Oxylink™ adds competitive advantages to your waterborne coatings or paints as it offers:

- Broader range of application
- Reduced processing time
- Increased productivity
- Higher value

Without negatively affecting other properties, Oxylink™ provides:

- Increased solvent resistance
- Improved blocking resistance
- Reduced drying time

With 1% Oxylink

Legend: — without Oxylink — with Oxylink

Property	Without Oxylink	With Oxylink
Tack Free Time	~40	~80
Glass (80°)	~40	~80
Glass retention solvent rub IPA	~40	~80
Glass retention solvent rub MEK	~40	~80
Adhesion resistance	~40	~80
Adhesion	~40	~80
MEK double rub resistance	~40	~80
Water permeation	~40	~80
Blocking resistance	~40	~80
IPA double rub resistance	~40	~80

View all Buhler products in Chemidex | Contact Buhler
 View our Oxylink Performance brochure

“ I was deeply impressed by the enormous potential behind the [Innovadex] Targeted Emailing; this media created a huge awareness for our products within a short time, resulting in a large amount of new contacts and sample requests. Also at our labs, [Innovadex] is the first choice to search when we need new ingredients for our own formulations. ”

DR. DETLEF BURGARD SENIOR PROJECT MANAGER
 BÜHLER PARTEC GMBH