

Chemidex Targeted Emailing Generates Exceptional Response for New Product Launch



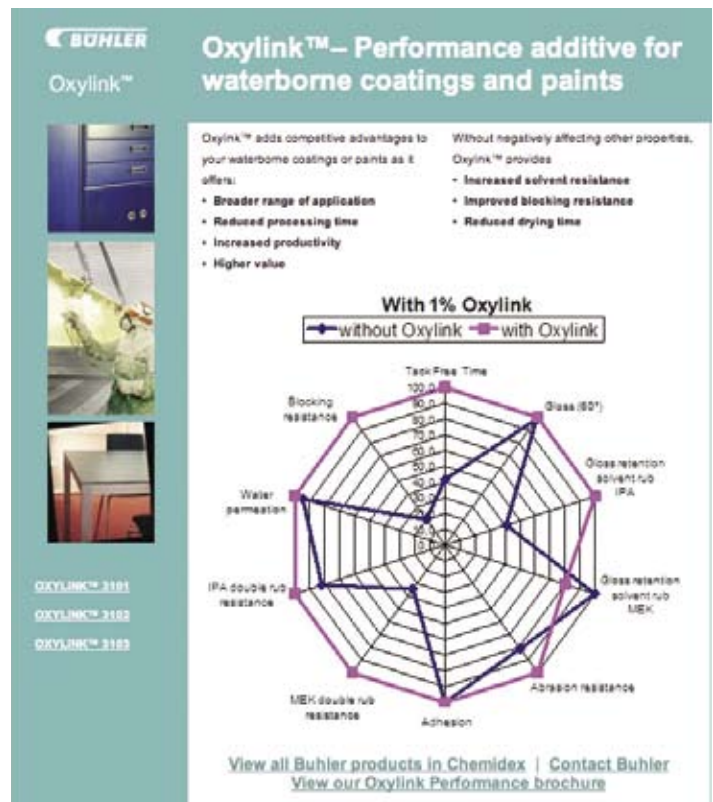
Customer: Bühler PARTEC GmbH
Region: North America, Latin America
 Europe (EMEA), Asia Pacific
Industries: Paint & Coatings
Media: Targeted Emailing

The Results

Audience: 8060 Global Chemidex 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 Chemidex to design, build and launch a turn-key solution to launch their new product on a global basis.



“ I was deeply impressed by the enormous potential behind the Chemidex 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, Chemidex is the first choice to search when we need new ingredients for our own formulations. ”

DR. DETLEF BURGARD SENIOR PROJECT MANAGER
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