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BYK-Chemie Awarded for Best Marketing Campaign in Southeast Asia

For the second time in three months, BYK-Chemie has received an award for its new marketing campaign.

As part of the Asia Pacific Coatings Show, which took place from May 10 to 12 in Singapore, prizes were awarded in six different categories. Detlev Lindner, Business Manager Paint Additives at BYK-Chemie, collected the first prize in the category "Best Marketing Campaign in Southeast Asia".

Crucial for the jury's decision were the high level of creativity and the consistent implementation of the new campaign in all marketing media. The Wesel company has been deploying the claim "Substance for Success" since the start of 2004, associating it with its new image for example at trade fairs, on the Internet and in print.

It was only in February that BYK-Chemie won an award for the same marketing campaign in China. "An award like this, especially from a region that is very important to us economically, confirms to us that we should be continuing along the path we have chosen. We have made a further step towards our goal of consolidating BYK-Chemie as a top brand globally," Frank Dederichs, Head of Market Communications, believes.

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About BYK-Chemie:

BYK-Chemie is one of the world's leading suppliers of additives used in the coatings, inks, and plastics industry.

Approximately 85 % of our sales are generated by exports. Our major export markets are Europe, the United States and the Far East.

Chemical additives are used by processing industries in the production of coatings, inks, and plastics. In very small quantities, BYK additives simplify manufacturing processes, and significantly improve the quality of finished goods, such as motor vehicles and furniture. BYK-Chemie is a member of ALTANA Chemie AG, Wesel. ALTANA Chemie develops and produces high quality, innovative products in the sector of specialty chemicals.

BYK-Chemie has been producing additives since 1962 in Wesel. Today it employs approx. 900 people worldwide, 25 % of whom work in research and development departments or technical laboratories.

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This press release is also available on the Internet at: www.byk-chemie.com.