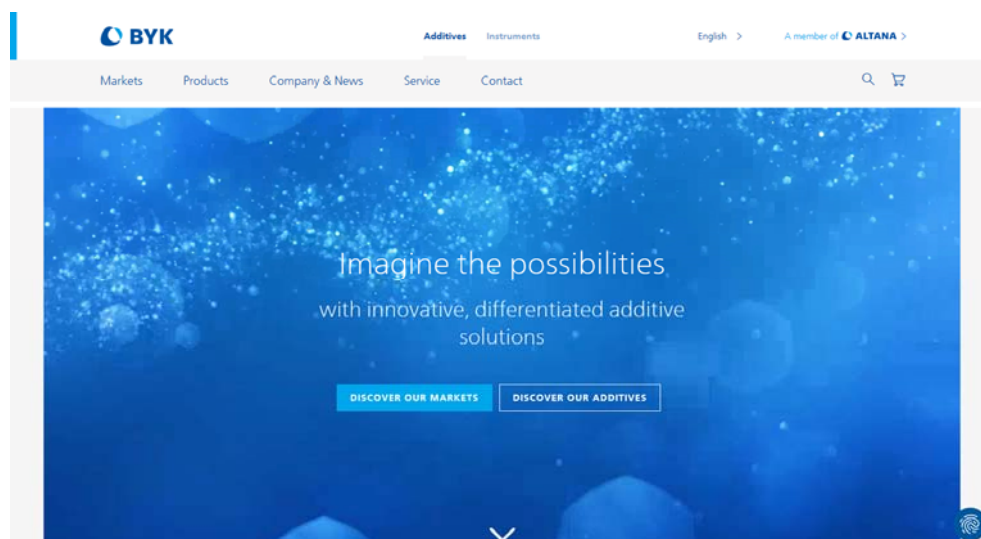


## Press release

New BYK website: faster, better, more attractive

**Wesel, June 10, 2020** – Customers of the specialty chemicals manufacturer BYK have cause for celebration: At the beginning of June, the even more informative, more modern, and more service-oriented website went live.

With its freshly designed internet presence, [www.byk.com](http://www.byk.com), the start signal has sounded for the continuous development of existing and new online services that mirror BYK's digital competence. The Additives ([byk.com](http://byk.com)) and Instruments ([byk-instruments.com](http://byk-instruments.com)) sections have been separated, so that web users can find the relevant content they need even more quickly.



*The new homepage of [byk.com](http://byk.com)*

*Click on the images to obtain a printable version.*

Another new feature is that the product data on the website are based on a modernized product information management system (PIM). By virtue of this central product data management, visitors to the website can always rely on optimum data quality and up-to-datedness from BYK. Thus, at all times, consistent product communication towards customers is ensured via all online channels.

In addition to this, sample ordering has been simplified, system and data security further improved, new content processed, and the means of contacting the BYK experts reduced to just a single click.

Date  
June 10, 2020

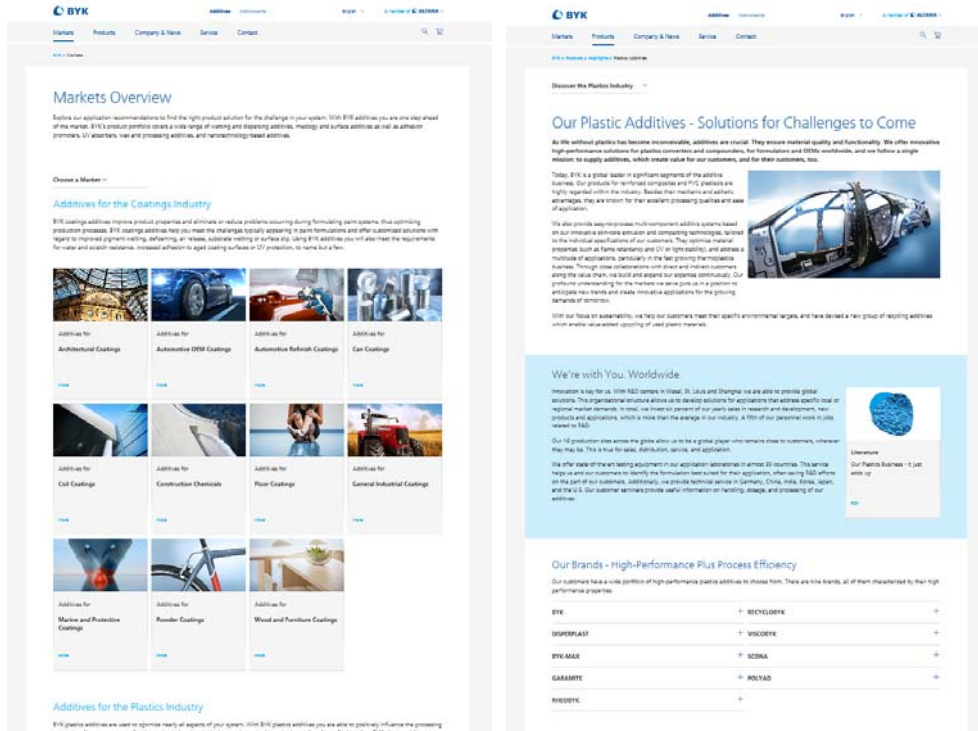
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# Press release



*Intuitive and customer-oriented navigation at all levels  
Click on the images to obtain a printable version.*

“The new attractive web design emphasizes the innovation claim of the brand BYK and offers an opportunity to present the relevant content for our customers by means of targeted and intuitive navigation,” says Dr. Anette Brüne, Global Head of Marketing & Sales Services at BYK.

BYK is a leading global supplier of specialty chemicals. The company’s innovative additives and differentiated solutions optimize product and material properties as well as production and application processes. Amongst other things, BYK additives improve scratch resistance and surface gloss, the mechanical strength or flow behavior of materials, and properties such as UV- and light stability or flame retardancy. In the field of quality assurance, BYK’s measuring and testing instruments serve to effectively assess appearance and physical properties.

The company’s customers include manufacturers of coatings and printing inks, plastics, adhesives and sealants, as well as cleaners, floor coatings, and lubricants. BYK additives are also successfully used in the construction chemistry, oil and gas, and foundry industries.

BYK has a global network of subsidiaries and operates production sites in Germany (Wesel, Kempen, Moosburg, Schkopau), the Netherlands (Deventer, Nijverdal), and the UK (Widnes), in the USA (Wallingford, Chester, Gonzales, Louisville, Rochester Hills), and in China (Tongling, Shanghai). The company is part of the ALTANA Group and employs a workforce of more than 2,300 people worldwide.

This press release is also available on the Internet at [www.byk.com/press](http://www.byk.com/press).

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June 10, 2020  
  
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