



## **Surfachem Brasil Ltda.**

**4<sup>th</sup> July 2014**

Surfachem Group Ltd, a 2M Holdings Limited Company (UK) (Surfachem) and Vitrine Química Ltda. (Brazil) (Vitrine) announce the formation of their joint venture Surfachem Brasil Ltda., for the distribution and supply of specialty chemicals to the Personal Care, Household Care and Institutional & Industrial Care markets.

The new company will be headquartered in Guarulhos, São Paulo and will focus on supplying manufacturers of Household and Personal Care Products and Services throughout Brazil. Vitrine will transfer all of its activities, management and staff to the new venture and will manage all of Surfachem's activities in Brazil.

Dr Richard Smith, Managing Director of Surfachem said: "We have been evaluating the potential of the Brazilian market over the past few years and have looked at a number of opportunities. We are very pleased to work with our new colleagues and partners from Vitrine as we both feel our values and business philosophies match and enhance one another's."

Surfachem sees Brazil as a logical step in its global expansion strategy to complement its existing position in the UK and Europe.

"Surfachem Brasil Ltda. provides the platform from which to develop a regional presence and to provide our customers and supply partners with exceptional service and support" states Smith, Surfachem.

Vanderlei Lima, Vitrine Química's Business Director, said: "The first time we met Surfachem, we knew that it would be the right partner for us, adding know how in marketing intelligence, global sourcing knowledge and global marketing capabilities." Vanderlei added: "We share a passion and excellence for our customers."

"This is exactly what we need to fulfill the needs of our market. From our side, Vitrine brings deep customer relationships to this partnership and the technical skills required to support our market and its distinct requirements", added Dr Ricardo Pedro, Vitrine Química's R&D Director.

For further information on Surfachem Brasil Ltda, please contact:

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### **Information to Editors:**

#### **Surfachem**

Surfachem, a 2M Holdings Limited Company is a major distributor of surfactants and specialty chemicals to the Personal Care, Household Care and Institutional & Industrial Care markets. It also supplies APIs and Excipients to the Pharma, Veterinary, Food and Feed markets.

Surfachem was founded in 1981 and today has global sales in excess of \$85m employing over 100 people in the UK, Poland, Scandinavia and China.



Surfachem has major partnerships in the UK with Shell Chemicals Europe, Evonik, Lubrizol Corporation and Stepan together with a number of other leading global specialty chemical companies.

Surfachem is focused on helping both its customers and suppliers to profit through knowledge by acting as a catalyst for success. It does this through providing expertise and knowledge about the industries and their dynamics, in which it operates.

Surfachem invests in technical support to its partners and recently opened a new research and technology laboratory within the Innovation Centre of the University of Huddersfield, UK.

Surfachem is a leading edge developer of novel solutions for its partners and is the first choice for providing solutions within its chosen markets.

### **Vitrine Química Ltda**

Vitrine Química Ltda was founded in January 2013 and is based in Santo André, São Paulo, Brazil. Selling solutions, its owners and staff have more than 20 years of experience acquired in companies such as Oxiteno, Dow, Cognis, Johnson and Johnson, Henkel, Emery and Rohm and Haas.

Vitrine's technical skills include the syntheses of new products at laboratory and pilot plant scale; Deep chemical formulation knowledge; The development of new technologies, services and products; Implementation and improvement of products and processes at industrial scale; Usage of time saving tools and techniques for product development (planning, analysis, and parameter design optimisation of experiments). Additionally, the development of analytical methodology and application tests for product evaluation, product characterisation, definition of specifications, and recommendation of the most suitable analytical methodology (of applicability, safety, accuracy, running time and costs.)

Our solutions focus on the following products: Biocides, Specialty polymers, Surfactants, Specialty Blends, Amazon Oils and Oleo chemicals.

### **2M Holdings Ltd**

The group includes: **Banner Chemicals; Surfachem; MP Storage & Blending; Packed Chlorine; SampleRite (UK & China).**

2M Holdings Ltd was founded by Mottie Kessler, the present Chairman and CEO, in 2004 with a long term objective to grow an international chemicals distribution portfolio based on excellent companies with strong brands. It has sales of over \$175m.



This includes a portfolio of 5 branded companies of chemical distribution and related chemical services of samples management, storage and blending: Banner Chemicals ([www.bannerchemicals.com](http://www.bannerchemicals.com)) ; Surfachem ([www.surfachem.com](http://www.surfachem.com)) ; MP Storage & Blending ([www.mpstorage.com](http://www.mpstorage.com)) ; Packed Chlorine ([www.packedchlorine.com](http://www.packedchlorine.com)) ; SampleRite (UK & China) ([www.samplerite.com](http://www.samplerite.com) & [www.samplerite.cn](http://www.samplerite.cn))

**2M Holdings** is a wholly owned private company, headquartered in the UK and with an international presence in the UK, Ireland, Benelux, Poland, Scandinavia and China.

**2M Holdings'** business focus is on automotive, precision cleaning, coating, emission reduction, AdBlue, oil-field & refineries, flavours & fragrances and surfactants for: personal-care, household & industrial hygiene cleaning and pharmaceuticals.

**2M Holdings Companies produce** AdBlue, SamSol Products, Packed Chlorine (cylinders and drums) and TRIKLONE & PERKLONE (Chlorinated Solvents).