



## Press Release

### Eliokem launches website to promote ODORLESS Primers

Akron, Ohio February 29, 2008 - **Eliokem, a specialty chemical company, unveils newly created website that promotes the benefits and features of ODORLESS primers.**

[www.stainblockingprimers.com](http://www.stainblockingprimers.com)

Eliokem conducted several paint contractor focus groups to learn more about the uses of primers and to get the overall general opinions of contractors. "As a result of the studies, we learned that there is general misrepresentation in the marketplace with regard to ODORLESS primers," states Valerie Johnson, Communications Manager, Eliokem. "The focus groups provided a "call to action" for our organization. "We've collected data about the solvents used in ODORLESS primers, investigated the proper amount of air that needs to be renewed during the application process, and quantified the benefits of this type of primer and compiled the information in a newly designed website. This website is intended to be used as a source of information for painters, contractors, architects, and specifiers around the world", reveals, Johnson.

"Oil-based primers continue to be a preferred choice for contractors particularly for difficult jobs," states Steve Wilson, Marketing Manager for Eliokem's Coating Resins. "Water-based primers are generally used because of the lower odor and ease of clean up. Oil-based primers are used because of their superior blocking and sealing of stains and odors as well as their ability to adhere to difficult surfaces. ODORLESS primers are the best of both products; they have good adhesion and block and hide stains without the odor."

Eliokem will be partnering with paint manufacturers to promote the Odorless segment. Look for joint advertisements on Odorless primers formulated with Plioway® as well as primer paint cans that have the Plioway® logo on the label. The Plioway® logo is a signature of quality paints meeting specific quality and performance tests. Eliokem as a concerned supplier is committed to developing new products that not only meet the market demands, but are also environmentally friendly.

To learn more about odorless primers, please visit [www.stainblockingprimers.com](http://www.stainblockingprimers.com).

***Eliokem, a leading Specialty Chemical company***

*Eliokem is a specialty chemical group with headquarters in Villejust (near Paris) France. The group employs more than 680 people around the world and owns 4 production facilities located at Le Havre (France), Akron (Ohio, USA) Ningbo (China) and Valia (Gujarat, India), as well as 6 representative offices in Europe, Asia and The Americas, and a network of 75 distributors and agents strategically located around the world. The company has leading positions in a broad range of niche applications with the following trademarks and associated product lines:*

*Pliolite®, Plioway®, Pliotec® and Hydro Pliolite®: resins used in decorative paints.*

*Pliotone®: Electrographic toners.*

*Pliocord® and Chemigum®: latex used in the treatment of reinforcing fabrics, joints and gloves.*

*Chemigum® and Sunigum®: elastomeric modifiers for plastics.*

*Wingstay® : Wingstay®: non-staining antioxidants used in natural latex articles, carpet backing and for the protection of ABS and elastomers*

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