

Sartomer launches Commercial Acceleration program with SpecialChem to support acrylate, methacrylate monomers and oligomer business.

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Sartomer has entered into a partnership with SpecialChem for Commercial Acceleration support. Sartomer holds M-Cure acrylate monomer as portfolio to enhance performance of two-part epoxy amine-cured coatings, adhesives and sealants when used as both reactive diluents and resin modifiers. SpecialChem will support the execution of Sartomer's business development strategy for M-Cure in the global coatings market. The custom Commercial Acceleration Solutions have been designed to bring speed and market reach, and act as an extended arm of Sartomer business development team. The purpose of this collaboration is to educate the coating market industry about M-Cure products benefits but also, to generate and identify active projects at coatings formulators.

Source SpecialChem, 2012.