

Styrolution with new brand strategy

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German company Styrolution Group GmbH in Frankfurt am Main is reorganising its product portfolio. The current range consists of the important styrene products of the partners BASF SE and Ineos Industries. Styrolution will reorganise the products in a new uniform range to help customers. The range will be sectioned into 2 categories: Styrolution Specialities (transparent and non-transparent copolymers and speciality ABS) and Styrolution Standard Products (commodities such as styrene monomers, polystyrene and standard ABS). The brand names will also be unified on 1 Jan2013.

Source www.kunststoffe-international.com