

## **SpecialChem launches a breakthrough Online Color Management System**

Paris, June 16<sup>th</sup> 2005

SpecialChem is proud to announce the launch of a revolutionary online service platform dedicated to Color Management.

### **A revolutionary approach to color management**

matchmycolor.com™ ([www.matchmycolor.com](http://www.matchmycolor.com)) is a service-only Internet platform that enables professionals involved in Color Management, from formulators to designers, to accelerate their color development and reduce their costs, with online services like Colormatching, Color Feasibility, Color Sampling, Color Technical Support and Color Inspiration.

“Many companies spend time and resources running their own colormatching software based on their own colorants databases, an expensive exercise indeed. matchmycolor.com™ offers an attractive alternative, with an online state-of-the-art color management software and a universal colorants database” says Christophe Cabarry, SpecialChem’s Chief Operating Officer. “We can therefore propose a cost efficient solution and make colormatching accessible to companies who could not afford their own system until today! We can also offer valuable new functionalities to companies already having their own colormatching system”.

### **Efficiency and Innovation**

Should a formulator want to achieve a specific color of a specific plastic, matchmycolor.com™ will instantly advise the 10 closest colorants recipes he can make and how close they will be to the target color.

“matchmycolor.com™ also innovates by telling designers who want to know if the specific color they are imagining is feasible on the substrate they want, even before starting investing in the development phase. If it is feasible, plastic chips can be immediately ordered with their specific target color on their specific substrate” says Cabarry.

### **World Recognized Partners**

matchmycolor.com™ benefits from the partnership of recognized, global color experts like Ciba Specialty Chemicals (Color Management engine, COLIBRI®), X-Rite (color measurement / spectrophotometers), DuPont Titanium Technologies and Nelly Rodi TrendLab (color trends).

matchmycolor.com ([www.matchmycolor.com](http://www.matchmycolor.com)) is starting with plastics (PP, PVC, ABS, HDPE) and will soon be extended to new plastics types, to paints and coatings as well as graphic arts. New online services will also be added in the near future.

#### About SpecialChem:

SpecialChem is an online Innovation & Solutions Accelerator focusing on Specialty Chemicals and Plastics. With a series of online services, SpecialChem helps industry experts to quickly develop new

and innovative products. SpecialChem also helps chemical companies to accelerate the marketing of their performance products. It is active in the following industries: [Polymer Additives and Colors](#), [Adhesives and Sealants](#), [Paints, Coatings and Inks](#) or [Plastics and Elastomers](#). SpecialChem acquired Omnexus in 2003 and Paintandcoatings.com in 2004. SpecialChem was created in 2000 and is based in Paris, France.

#### About Ciba Specialty Chemicals

Ciba Specialty Chemicals (SWX: CIBN, NYSE: CSB) is a leading global company dedicated to producing high-value effects for its customers' products. We strive to be the partner of choice for our customers, offering them innovative products and one-stop expert service. We create effects that improve the quality of life – adding performance, protection, color and strength to textiles, plastics, paper, automobiles, buildings, home and personal care products and much more. Ciba Specialty Chemicals is active in more than 120 countries around the world and is committed to be a leader in its chosen markets. In 2004, the Company generated sales of 7 billion Swiss francs and invested 288 million in R&D.

#### About X-Rite

X-Rite is a leading provider of color measurement solutions comprised of hardware, software and services for the verification and communication of color data. The Company serves a broad range of industries, including graphic arts, industrial and retail colormatching, and medical. X-Rite serves markets in over 80 countries with offices throughout Europe, Asia, and the Americas.

#### About DuPont

DuPont is a science company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets, including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.

#### About Nelly Rodi TrendLab

The Nelly Rodi TrendLab agency has accompanied businesses in their creative process since 1985. With a team of 28 forecasting professionals traveling the world in search of new concepts and new talents, the Nelly Rodi TrendLab agency has developed a unique approach for its clients: the marketing-style®, combining the strength of creation with marketing analysis of consumer expectations.