

news release

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Sun Chemical confirms UltraChem will be National Distributor

ST MARY CRAY, UK – January xx, 2010 – Sun Chemical have announced a new distribution arrangement for its Commercial Sheetfed inks and Consumables products throughout the UK & Ireland. UltraChem, who service and supply to a large and established customer base are committed to the development and supply of superior pre-press and pressroom products, will act as the national distributor for its range of Commercial Sheetfed inks as well as Consumable products.

The new distribution arrangement with UltraChem will complement Sun Chemical's established regional Rapide distribution network, bring several benefits and improved business efficiency while maintaining a focus on high standards of quality, service and innovation.

The Commercial Sheetfed business remains an important component of Sun Chemical's portfolio and this comes as part of a review to enhance its customer support with a faster and more comprehensive service.

Charles Murray, Group Managing Director for Sun Chemical, said "Sun Chemical is dedicated to providing its customers with first class products and service. To ensure our distribution and delivery meets the standard of our products, we've set up a distribution arrangement with Ultrachem, who have extensive experience and an established distribution network capable of supporting both companies to deliver the most successful supplier solution in the market.

Tony Brinton, UltraChem's Managing Director, said in response "Ultrachem has a wide distribution network covering the UK & Ireland which will support and serve Sun Chemical's direct and indirect customers. Ultrachem are perfectly equipped and positioned to provide the National service to supply Innovative and Quality products from Sun Chemical and we are confident that we will add value to the overall customer experience."

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Sun Chemical, a member of the DIC group, is the world's largest producer of printing inks and pigments and a leading provider of materials to packaging, publication, coatings, plastics, cosmetics, and other industrial markets. With annual sales over \$3.5 billion, Sun Chemical has more than 10,000 employees supporting customers around the world.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group Coöperatief U.A., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our Web site at www.sunchemical.com.