

News Release



Fuji Silysia Chemical partners with Viachem to distribute the SYLYSIA FCP and Bellasil silica-gel.

Fuji Silysia has signed an agreement with Viachem Ltd. to sell and market its SYLYSIA FCP and Bellasil silica-gel in a select U.S. geographic area. This alliance was effective June 11, 2013.

Fuji Silysia is an expert in silica technology and is one of the world's leading silica-gel manufacturing companies. The organization makes and supplies a wide range of silica-gel, micronized silica and silica-related products such as desiccants, dehumidification agents, adsorbents and chromatography gels. The SYLYSIA FCP and Bellasil line of gelled silica are tasteless, odourless and chemical inert and are the most widely used, cost effective gelled silica formulated for the food/beverage, nutraceutical, personal care and pharmaceutical industries.

Viachem is a Plano, TX based specialty chemical and ingredient sales and marketing company with a revolutionary system of using market intelligence and technical trained sales staff to manage the sales and distribution of specialty ingredient and chemical products. Since its inception Viachem has grown tremendously by serving a number of niche markets with specialty products.

As a Fuji Silysia distributor Viachem will now offer the following Fuji Silysia products SYLYSIA FCP and Bellasil silica-gel, in a select U.S. geographic area for the food/beverage, nutraceutical, personal care and pharmaceutical industries. Viachem's Technical Sales Specialists have significant expertise in this area. The Viachem sales model complements Fuji Silysia's sales initiatives. "We can benefit from Viachem's industry knowledge and technical sales team. Partnering with Viachem will provide a greater focus on the market and better service to our customers" says Brian Baymiller, Vice President and Treasurer for Fuji Silysia USA. With multiple stocking locations across the United States, Viachem will provide better logistics to service Fuji Silysia's customers.

Viachem applies proven sales strategies, supported by state of the art CRM technologies, to compliment Fuji Silysia's direct sales initiatives. "We're excited to add Fuji Silysia's silica-gel to our product line. It allows us to add additional value to the target end-use industries" says Kyle Einhorn, Vice President of Business Development for Viachem.

"We are thrilled having found an alliance partner with thorough knowledge of the market, its players, and most important, our products. We are looking forward to continued market growth with Viachem. We're confident we'll succeed" says Brian Baymiller.

Fuji Silysia Chemical USA, LTD Fuji Silysia is an expert in silica technology and is one of the world's leading silica-gel manufacturing companies. The organization makes and supplies a wide range of silica-gel, micronized silica and silica-related products such as desiccants, dehumidification agents, adsorbents, chromatography gels that meet or exceed customer requirements in various industries ranging from plastics and coatings, food/beverage to cosmetics and pharmaceuticals. Its web site is www.fuji-silysia.co.jp/english/

Viachem serves customers nationwide using a sophisticated marketing and sales model that helps manufacturers increase their customer base. Viachem's services to chemical and ingredient purchasers include third party verification and quality control as well as formulation assistance and competitive pricing for specialty chemicals used in a wide range of industries. The company is headquartered in Plano, Texas. Its web site is www.viacheminc.com

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