



**Universal Selector** by SpecialChem

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## **For Immediate Release**

### **GARDNER BUSINESS MEDIA PARTNERS WITH SPECIALCHEM TO PROVIDE UNIVERSAL SELECTORS TO ITS USERS**

CINCINNATI, OH, U.S.A., and PARIS, FRANCE, February 17, 2016: Gardner Business Media, parent company of *Plastics Technology*, announced its partnership today with SpecialChem, the B2B digital marketing company specializing in chemicals and materials. The partnership will enable visitors to *Plastics Technology's* website to access SpecialChem's Universal Selectors – online databases of plastics and polymer additives.

The Universal Selectors, which gather more than 125,000 datasheets, are accessible on *Plastics Technology* website starting February 10, 2016 ([www.ptonline.com](http://www.ptonline.com)).

“We are very pleased to start this collaboration with SpecialChem” says Rick Kline, publisher of *Plastics Technology* and part of Gardner Business Media's fourth-generation ownership and executive management teams. “SpecialChem has done a great job in collecting, classifying, and offering easy access to tens of thousands of products in the last decade. Offering access to SpecialChem's Universal Selectors on Ptonline.com will enrich the experience for the hundreds of thousands of people who visit our website looking for information they can't find anywhere else.”

“Our Universal Selectors aim at making product selection faster by giving engineers and formulators the technical data they need on all the plastics and polymer additives in the world” says Christophe Cabarry, SpecialChem's founder and CEO. “We are very excited by this partnership with *Plastics Technology*, as we share the same mission to bring quality technical knowledge to engineers in the world of plastics. Together, we will further extend the reach of the Universal Selectors for the benefits of the entire industry around the world” added Christophe.

Benefits of the Universal Selectors include:

- Complex searches with more than 10 search dimensions, including by quantitative properties, for richer and more detailed product selection
- Access to the new products as soon as they are launched
- Data quality thanks to permanent crowd-sourced feedback from users

Gardner Business Media and SpecialChem will jointly promote the partnership at conferences and through digital and social media. For detailed information, please visit <http://www.ptonline.com> .

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In print, on line and in person, *Plastics Technology* has for more than 60 years been the definitive source of information on new technologies and their application, processing tips, and best practices for thermoplastics processors of all kinds. For more information, please visit <http://www.ptonline.com>

SpecialChem has created the world's largest online professional network dedicated to chemicals and materials. The network counts over 500 000 engineers globally around 4 industries (Plastics & Elastomers, Paints, Coatings & Inks, Adhesives & Sealants, Cosmetics and Personal Care). SpecialChem offers engineers unlimited access to unique databases gathering all chemicals & materials in the world ("Universal Selectors"), and the knowledge to select them. As a B2B Digital Marketing company, SpecialChem leverages its network and data-driven industry insights to help 1. chemicals and materials suppliers wanting to speed up their innovation and new business development 2. digital marketers to increase their brand awareness and engage new customers 3. researchers to scout new technological solutions related to chemicals and materials. For more information, please visit <http://www.specialchem.com>