

NYCO Today

Wollastonite... One Mineral, A World of Applications

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NYCO Joins SpecialChem with an Exclusive Technology Center on Wollastonite

NYCO Minerals announces the launch of the NYCO Technology Center dedicated to Wollastonite on SpecialChem's plastics and elastomers formulation website.

SpecialChem's plastics and elastomers formulation website is a global online marketing platform. The new Technology Center on this platform offers information on why and where NYCO Wollastonite is used and how it works in applications such as engineered polymers, thermosets, thermoplastics and elastomers.

"Our extensive portfolio and application focus, coupled with our strength in engineered reinforcements are all outlined in NYCO's Wollastonite center with SpecialChem," said Peter Goodwin, President & CEO for NYCO. He added "We want to optimize our brand and technology exposure in this competitive environment. For this reason, SpecialChem global community of decision makers and formulators was the logical channel to present our innovative reinforcement technology."

Gary Phillips, Vice President, Marketing & Application Development for NYCO stated "Our investment in SpecialChem's Technology Center for Wollastonite highlights specific innovations, and are a demonstration of our commitment and expansions where we are currently investing."

Christophe Cabarry, CEO of SpecialChem added, "We are pleased to have NYCO join as us as a client who counts on SpecialChem to expose and diffuse their technology to the world's largest online community of chemicals and materials specifiers. With more than 470,000 members and millions of visits from professionals per year, we believe SpecialChem is the right platform to help NYCO's ambitious growth and innovation plans, in a very effective way."

NYCO's new Wollastonite Technology Center can be found at <http://www.specialchem4polymers.com/tc/wollastonite-reinforcement-additives>

