

# Media Release

## **New chemical search platform Chemberry™ puts Personal Care ingredients at buyers' fingertips**

- **New comprehensive intelligent search and compare engine for specialty chemicals**
- **Automatically features chemical suppliers and their products free of charge (no listing fee)**
- **User-friendly platform that connects buyers and suppliers and is accessible on desktop, tablets and mobile**

Muttenz, October 24, 2018 – Chemberry, an innovative internet platform enabling chemical buyers to easily find the ingredients they need, launches to its first industry sector today. Initially covering Personal Care, the free-of-charge search service will later expand across multiple industry sectors.

By 2019, Chemberry aims to be the most comprehensive source of ingredients available online. In an industry-first, it features all relevant chemical suppliers and their products for free, automatically extracting and organizing product information from existing supplier websites. Detailed, up-to-date information and one-of-a-kind cross-referencing creates an intelligent search and compare platform for specialty chemical ingredients.

Users can easily navigate the site's appealing "clean" design. Chemberry's industry-specific filters give the option to search by company, function, product claim, application, and chemical composition as well as certification. Users can also explore latest market information and trends to inform their buying decisions and accelerate future innovation.

Chemberry currently indexes more than 5,000 Personal Care formulation products from active ingredients through to colorants, emulsifiers and UV filters. This will be extended to 50,000 products by February 2019 as the platform prepares its rollout to further industry sectors.

Timo von Barga, Head of the Chemberry platform, comments: "The chemical industry is evolving with new ingredients constantly being launched to address consumer demands for more functionality, environmental concerns, and so on. Chemberry was born out of our passion to go beyond existing limited search functions to make it really fast, flexible and simple for buyers of chemical ingredients to find the right ones for their application. The platform also benefits suppliers because they can easily raise awareness of their products while improving their own understanding of market trends."

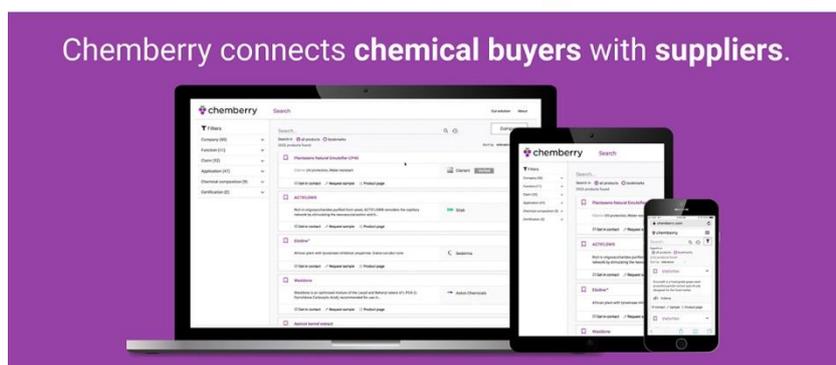
Chemberry aggregates existing product information without a service fee. Consequently it removes the need for suppliers to spend time and costs on uploading products.

Exposure to buyers enables them to find new prospects and Chemberry helps to identify warm leads based on buyers' behavior on the platform.

Since Chemberry is built on state of the art security and privacy standards, it allows suppliers to shift parts of their customer facing product presentation to a trusted industry platform that can help open up new customer and market segment opportunities through insightful analytics.

Chemberry is an industry initiative started by Clariant but operates out of its own organizational unit strictly separated from other business activities to ensure confidentiality, compliance, and neutrality of the platform. Clariant is openly seeking co-investors to join the Chemberry venture.

To access the Chemberry platform visit [chemberry.com](http://chemberry.com). Learn more about how it works through its product video on [YouTube](#).



New chemical search platform Chemberry puts Personal Care ingredients at buyers' fingertips. (Photo: Chemberry)

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**TIMO VON BARGEN**

timo.vonbargen@chemberry.com

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[chemberry.com](http://chemberry.com)

Chemberry™ is a comprehensive search platform for specialty chemical ingredients that connects buyers and suppliers. It enables buyers to quickly find the right ingredients, and arms suppliers with the tools and real-time industry insights needed to effectively market products. The Chemberry platform launched in 2018 and is based in Switzerland.

[www.clariant.com](http://www.clariant.com)

Clariant is a globally leading specialty chemicals company based in Muttenz near Basel, Switzerland. On 31 December 2017 the company employed a total workforce of 18 135. In the financial year 2017, Clariant recorded sales of CHF 6.377 billion for its continuing businesses. The company reports in four Business Areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation and R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.

Press release and photography can be downloaded from <https://chemberry.com> or [www.PressReleaseFinder.com](http://www.PressReleaseFinder.com)