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**Working Together for Sustainable Change.
Cytec's Powder Coating Resins Business Takes Initiatives to Help its customers in a Difficult Economic Environment.**

Global manufacturing industry is facing a sharp fall in demand. The Powder Coating Industry, with its dependency on cyclical sectors such as appliances, housing, automotive and metal finishing, is being particularly hard hit by the current economic climate and its consequences.

In light of this difficult economic environment and weaker market conditions, Cytec is addressing these tough challenges. As the global market leader in supplying polyester resins to the powder coating industry, we feel responsible to ensure the long term sustainability and profitability of this industry.

To address these challenges, we have launched a number of initiatives to improve efficiencies and significantly reduce costs and working capital in all aspects of our operations. This includes consolidation of manufacturing facilities, reduction in excess manufacturing capacity and streamlining our business processes and organization. Our Bassano (Italy) site will become the center of manufacturing excellence within Cytec Europe. We are committed to continue investment in operational excellence and lean manufacturing at the Bassano plant.

Beyond Europe, the Cytec powders business relies on a global plant network covering all major regions of the world: North America, Brazil, China, Malaysia, Thailand and South Korea (JV). **This unique position will enable Cytec to confidently meet our customers' requirements all over the world in 2009 and beyond.**

Cytec will assist our customers with their challenges in these difficult times. We will also continue to invest in products and services to help our customers grow and be successful in the longer term. Our global market leadership in the powders industry, combined with Cytec's financial strength, will enable us to realize these ambitions. **Our innovation efforts will continue to deliver unique solutions to help our customers to reduce their costs as well as grow their markets.**

We are confident that Cytec and many of our customers will come through this challenging time stronger, and, rest assured, the market will return to growth led by those companies that took the risk to turn a difficult challenge into a great opportunity.

Together with our customers we will make this happen.

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Powder Coating Resins Presents New Technological Developments Towards Sustainable Change at ECS 2009

Under the theme "Sustainable Change", Cytec's Powder Coating Resins business will again be present at the upcoming European Coatings Show in Nürnberg.

Together with Cytec's Liquid and UV/EB Curable Coating Resins and Additives businesses, the Powder Coating Resins business unit will display the latest developments aimed at diverse types of surface coatings.



In addition, the Powder Coating Resins business will present two papers at the European Coatings Conference:

"Early Results in the Quest For An Alternative To Fluorine-Based Hyperdurable Powder Coatings"

Date and Time of presentation: March 30, 2pm to 2.30pm
Speaker: Dr. Luc Moens, Research Senior Scientist

"New Powder Coating Resins for Matte Finishes"

Date and Time of presentation: March 30; 4.30pm to 5pm
Speaker: Dietmar Fink, Technical Service & Development Manager

We hope to see you in Nürnberg!

More information about the European Coatings Show:

Location: Exhibition Center
Date: March 31 – April 2, 2009
Cytec's booth no: 441, Hall 9



If you are unable to visit us in Nürnberg, please visit our [website](#) or contact our product referral team at custinfo@cytec.com.

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