

New Brand Identity for Specialty Alcohol ITDA: ELUCARE® TD

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- C4 specialties the focus of sales activities at Performance Intermediates (PI): New ELUCARE® brand family
- Introduction of the brand concept underlines consistent focus on the needs of both the market and customers
- The special alcohol isotridecyl alcohol (ITDA) to be marketed under the ELUCARE® TD brand

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Essen. The ELUCARE® brand will be gradually expanded over the next few months to become home to a wide range of oxo alcohols. These serve as high-quality intermediates to produce surfactants, special esters, lubricants, resins and special solvents. "ELUCARE® embodies what C4 specialties stand for: a consistent focus on market and customer requirements," says Christian Bierhaus, head of Marketing and Sales at Performance Intermediates.

As the first product in the new brand family, Evonik is now marketing the C4 specialty ITDA under the brand name ELUCARE® TD. The clear strategy of the PI business line: to be the first point of contact for customers, in the long term, when it comes to C4 specialties.

"With the introduction of the ELUCARE® TD brand, we are once again creating the future of C4Chemistry together with our customers, while demonstrating that we can be relied on," emphasizes Hinnerk Becker, market segment manager for C4 specialties at PI. "The demand for ITDA has been growing steadily for years. With our capacity expansion at the end of 2019, we reacted to this growth early on. This is how we can support the growth strategies of our customers in a long-term, consistent and reliable manner."

PI ensures the long-term and reliable availability of ELUCARE® TD by means of a sustainable and complete integration of the corresponding raw material flows into the C4 network at the Marl and Antwerp production sites. ELUCARE® TD is distributed worldwide via Evonik's regional platforms.

ELUCARE® TD (ITDA) is a high-purity C13 alcohol and an important intermediate to produce surface-active substances, so-called surfactants (ethoxylates) and special esters. ITDA ethoxylates are

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used in high quality applications like homecare products or I&I cleaners. ITDA special esters are used in special lubricant formulations as well as in high-quality paints and coatings.

Company information

Evonik is one of the world leaders in specialty chemicals. The company is active in more than 100 countries around the world and generated sales of €13.1 billion and an operating profit (adjusted EBITDA) of €2.15 billion in 2019. Evonik goes far beyond chemistry to create innovative, profitable and sustainable solutions for customers. More than 32,000 employees work together for a common purpose: We want to improve life, today and tomorrow.

About Performance Materials

The forever young classics of the Performance Materials Division stand for products and technologies that are continuously improved. They are the basis for many modern applications, for example in the areas of mobility, nutrition, pharmaceuticals or plastics. The division generated sales from continuing operations of around €2.04 billion in 2019 with about 1,600 employees. It is part of Evonik Operations GmbH.

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