

VISIOMER®

The New Brand for Methacrylic Monomers

At ECS 2009, the Acrylic Monomers Business Line will, for the first time, present all the products in its sales range under the new trademark VISIOMER®.

The methacrylic monomers sold so far under different regional names and brands will from now on be marketed worldwide under the umbrella trademark VISIOMER®.

“With this step we are responding to our globalized production and business”, comments Senior Vice President & General Manager Acrylic Monomers Thomas Müller. The sales range of the Performance Polymers Business Unit comprises over 60 monomers derived from methyl methacrylate (MMA), which are mainly used in the coatings, plastics and adhesives industries, but also play a major role as raw materials for cosmetics and contact lenses.

VISIOMER® stands for the reliable provision of our customers with high-quality standard and performance monomers manufactured at production sites in Europe, the USA and China, including the competent and creative development of specific solutions together with our customers.

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