

Press Release

BYK Additive Guide app: new design – new technology – more functions

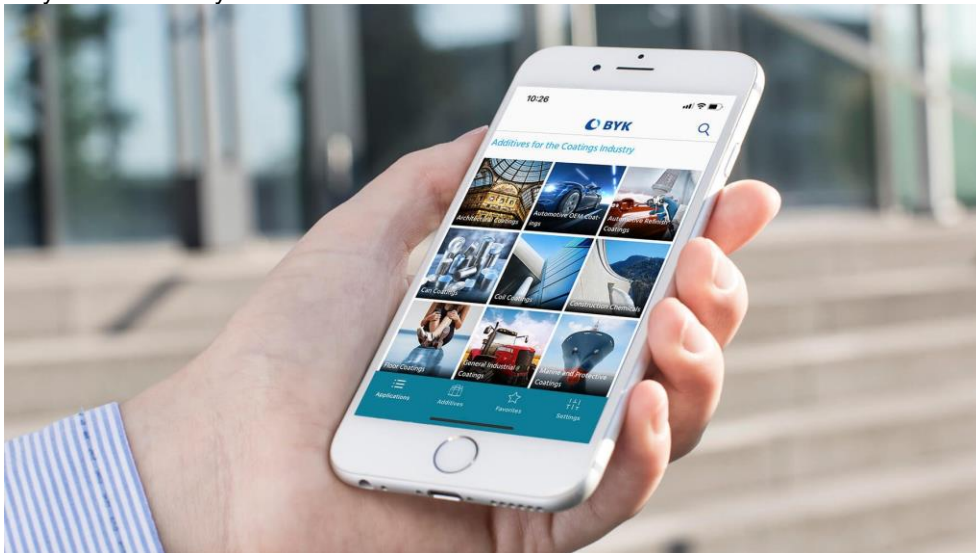
Wesel, May 19, 2021 – BYK has transformed its well-known Additive Guide into an even more user-friendly and informative Additive Guide app. The fresh design comes with new technology and enhanced functionalities for users.

Analogous to the BYK website, the app recommends products based on numerous filter options in multiple application fields. Users can also find comprehensive product information by searching BYK brands. Data sheets for each product are available for download and can be consulted offline. Last but not least, favorites make it easier to find your products quickly.

In addition to these familiar functions, the new app now also offers an additional product search function. Power users will appreciate the option of only having to enter the number of an additive – e.g. “190” for DISPERBYK-190. New products are labeled accordingly.

“The new Additive Guide app is a starting point to expand the app as a true service channel. The use of agile project methods will ensure continuous development and rapid customer added value in the upcoming versions,” says Maik Dudda, Product Owner BYK App.

The new Additive Guide app was published in the App Store and in the Google Play Store recently.



View of the new BYK Additive Guide app

Click on the image to obtain a printable file.



Click or scan here to download BYK's new Additive Guide app.



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May 19, 2021

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Contact

Sven Kremser
Head of Communications &
Digital Marketing
Tel +49 281 670-25050
Sven.Kremser@altana.com

Julia Kleist
Communications & Digital Marketing
Tel +49 281 670-25008
Julia.Kleist@altana.com

BYK-Chemie GmbH

Abelstrasse 45
46483 Wesel
Germany
Tel +49 281 670-0
Fax +49 281 65735
info@byk.com
www.byk.com

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BYK is a leading global supplier of specialty chemicals. The company's innovative additives and differentiated solutions optimize product and material properties as well as production and application processes. Amongst other things, BYK additives improve scratch resistance and surface gloss, the mechanical strength or flow behavior of materials, and properties such as UV- and light stability or flame retardancy. In the field of quality assurance, BYK's measuring and testing instruments serve to effectively assess appearance and physical properties.

The company's customers include manufacturers of coatings and printing inks, plastics, adhesives and sealants, as well as cleaners, floor coatings, and lubricants. BYK additives are also successfully used in the construction chemistry, oil and gas, and foundry industries.

BYK has a global network of subsidiaries and operates production sites in Germany (Wesel, Kempen, Moosburg, Schkopau), the Netherlands (Deventer, Nijverdal), and the UK (Widnes), in the USA (Wallingford, Chester, Gonzales, Louisville, Earth City and Pompano Beach), and in China (Tongling).

The company is part of the ALTANA Group and employs a workforce of more than 2,300 people worldwide.

This press release is also available on the Internet at www.byk.com/press.