



FOR IMMEDIATE RELEASE

## **Gabriel Launches Evolved Brand, New Website Presence**

ASHTABULA, Ohio – April 12, 2016 – Gabriel Performance Products (Gabriel), a market leader in epoxy additives and specialty chemical manufacturing, is proud to announce the launch of its evolved brand mark and newly redesigned website, [www.gabrielchem.com](http://www.gabrielchem.com). The new website showcases the full array of Gabriel’s key product offerings including Epoxy Curing Agents, Phenoxy Resins and Specialty Lubricants.

The new identity reflects Gabriel’s significant impact in the epoxy and phenoxy resin markets and is accompanied by the new tagline “Established Brands. Leading Chemistries.” With multiple hexagons incorporated in the mark, it also showcases the broad capabilities and chemistry expertise Gabriel provides.

Gabriel has successfully unified and compiled all of their product offerings at one online destination, the newly formed [www.gabrielchem.com](http://www.gabrielchem.com). This includes their new division, Gabriel Phenoxyes, Inc. (formerly Inchem Phenoxyes), as well as their newly acquired brand Versamid®.

The website was designed to effectively communicate the expertise and product depth of Gabriel. By highlighting the key product lines and trusted brands, the website is able to reinforce the strong leadership position Gabriel holds within the chemical manufacturing sector. The website also includes the evolution of the company’s history, custom manufacturing processes and Gabriel’s focus on environmental health and safety.

“The recent acquisitions of InChem Phenoxy Resin and Versamid® have been a significant milestone in Gabriel’s strategy to expand our specialty proprietary product offering within the coatings, adhesives, sealants, and elastomers markets,” said Gabriel Performance Products’ CEO Seth Tomasch. “Both acquisitions expand our research and development, laboratory, technical, production and commercial capabilities and we are thrilled to be able to communicate that via our newly redesigned website.”

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## About Gabriel Performance Products

Gabriel Performance Products, LLC is a market-leader in epoxy additives and specialty chemical manufacturing. It produces both an extensive line of specialty proprietary products focused on coatings, adhesives, sealants, and elastomers products (CASE) and custom manufactured chemicals utilizing complex chemistries and processes. Gabriel is focused on expanding its epoxy specialty offerings beyond its market-leading mercaptan-based curative technology. For additional information, please visit [www.gabrielchem.com](http://www.gabrielchem.com).

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