

“At ChemPoint.com,
first we build the relationship.
Then we grow your business.”

- Chad Stiegers, Managing Director of ChemPoint.com




The chicken or the egg?

The age-old adage "what comes first" applies today even in chemical commerce. Will your profits grow if you increase distribution? Or should you strengthen your distribution channels in order to optimize profitability?

At ChemPoint, we believe that building the relationship comes first. By getting to know you as a suppliers and becoming a "virtual extension" of your team, we concentrate on the sales and marketing function to allow you to stay focused on bringing products to market faster and with more efficiency. Every step of the way our goal is to build a customized, tactical platform for strategic sales success as we work together to grow your business.





Ironically enough, the strongest relationships are all about good chemistry.

ChemPoint.com is a dynamic and customer-centric company specializing in the distribution of fine and specialty chemicals. Although dot com is part of our name, don't be fooled into thinking we're a small part of a short term revolution. It just so happens that we've leveraged the power and immediacy of today's leading Internet technologies to create a company that is changing the way specialty and fine chemicals are bought and sold. And backed by the strengths of the world's leading independent chemical distributor, Univar, our Internet-enabled business model features:

- An integrated and automated transaction system;
- Outsourced logistics;
- Database marketing; and
- A point-to-point sales force focused on selling your products to targeted, pre-qualified chemical users.

As consultants, we are outsourced marketing and sales professionals building proven solutions for niche customers in the businesses of distributing value-added



products and services to specialized market sectors. As strategic partners, however, ChemPoint.com approaches distribution from an entirely different perspective. Unlike traditional distributors who focus nationally and are limited by fleet and warehouse logistics, ChemPoint.com is uncontained, focusing on solid marketing and sales, regardless of geographics. Period...

As North America's leading "e-distributor" for the chemical marketplace, we are fueled by an infrastructure that eliminates the need to spend time on tedious and less-productive administrative tasks logistics. Instead, we forge full steam ahead in building and closing on the relationships that will ultimately drive your profits and growth. This isn't to say that as a supplier you must compromise the benefits of traditional distribution. To the contrary, ChemPoint.com customers receive all of the customary logistics plus an outsourced sales force focused on selling – in today's most efficient and cost-effective manner.

And while most suppliers have grown accustomed to partners with a sales force who focuses on commodity chemicals, ChemPoint takes control over your entire supply chain to also service those smaller and under-served customers engaged in differentiated chemistry.

Today, there is no national specialty distributor who can sell like ChemPoint. As a new channel specifically developed for the needs of specialty chemical manufacturers,

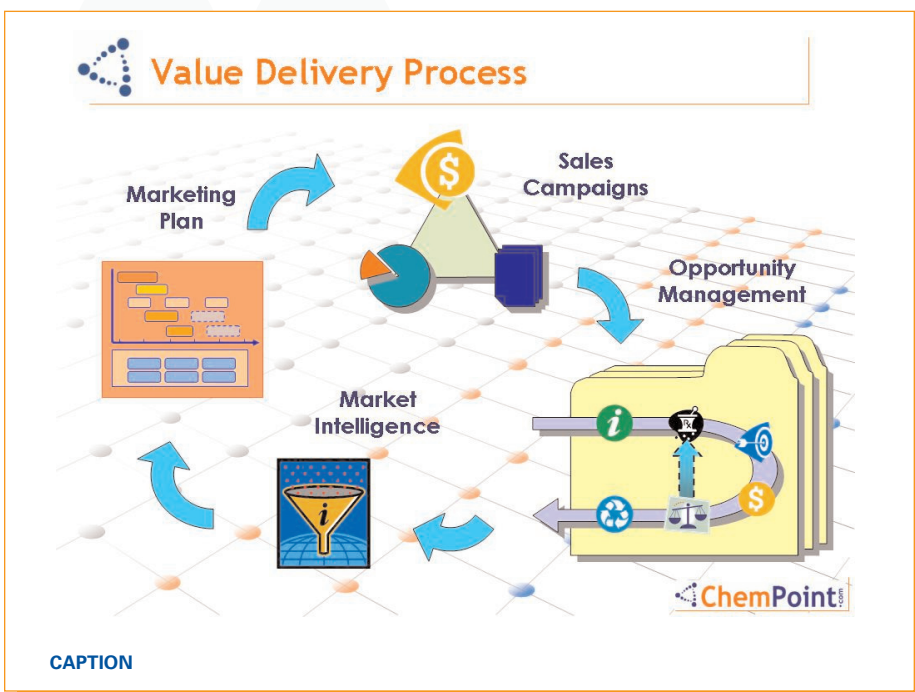


Changing the way specialty chemicals are bought and sold.

Suppliers in today's chemical marketplace have more segmented needs than in years past. While traditional distribution channels remain an important factor in most distribution efforts, there are many companies today whose needs can't be matched with traditional distribution channels. Many specialty chemical manufacturers today service a customer base of small- to medium-sized enterprises. These enterprises are not extensions of large customers. They have specific needs that set them apart from conglomerate customers. That's where ChemPoint is at its strongest.

At ChemPoint.com we do more than just place and fill orders. We get to know our partners through one-to-one relationships built to endure.

We concentrate on marketing and selling your products. We provide state-of-the-art fulfillment that is non-dependent on geographic boundaries. And we have become known for our stellar customer support that is the foundation for our consistent growth and regular award of new partnership contracts.



So, how do we do what we do for you?

Our sales and marketing tactics are based on a quadrant approach:

Buy – At ChemPoint, we procure specialty and fine chemicals, in partnership with leading manufacturers. These relationships are built in a mutually exclusive environment that ChemPoint to act more like an arm of the supplier than as an outsourced consultant for better return on investment.


Distribute – Through a network of leading, best-in-class logistics providers, ChemPoint integrates the most efficient supply chain solution for each respective product line. With a model that subcontracts basic logistical functions, our team stays focused on what you're paying us to do – configure and executive solutions that generate revenue rather than manage fleets and warehouse logistics.

Sell – Our technically trained sales force employs a highly productive and proven Internet-enabled sales process. ChemPoint utilizes a proprietary and detailed customer relationship focused database that allows us to touch end users in ways that most internal sales teams can even imagine. At ChemPoint, we understand the discriminate value propositions of our suppliers' products and deploy customized, needs-based sales campaigns to deliver results accordingly.

Market – Strategic marketing is at the heart of everything we do. Our customers marketing needs vary – after all, your products are developed unique so why shouldn't your marketing follow suit? At ChemPoint, we combine a body of knowledge found within our robust database with innovative marketing tactics to achieve your goals, maximize retention and growth, and minimize channel conflict.

Simply put, ChemPoint takes total control of the marketing and sales function.





There is value in knowing your customer.

At ChemPoint.com, we recognize there is great value in learning everything we can about your business and the needs of your customers. Through constant contact with your end users, we are able to create detailed and valuable analytics that not only anticipate your end users' buying behavior, but that also help streamline research and development and bolster your profit margins.

The secret in the sauce at ChemPoint lies in our powerful and proprietary CRM technologies built from years of combined experience with Univar. By focusing our core competencies on quickly identifying your customers, examining what and when they are buying and learning how they are your products are being used, we become transparent and critical members of your sales team, making it easy for suppliers to do business with us. By providing a single point of contact for each product line relationship, our efficient transaction approach allows product flow optimization and the rapid communication of order status, shipping details, and recency statistics to help you create a better product line.



**Highlighted benefits to you as a
supplier include:**

- Freeing of your resources for more advanced focus on strategic growth and critical opportunities.
- Leveraging an outside sales force to tap into a network of focused individuals.
- Securing and optimizing your existing small customer base
- Improved retention and reduce customer churn
- Optimized pricing strategy and profitability
- Stronger supply chain and transactional efficiencies
- Greater insight into your customers' applications and innovations.
- Utilizing real time market knowledge to grow your business
- More rapid extension within known markets and applications
- Better penetration of additional "micro markets"
- Combating the weak link in distribution channels that tend to be geographically oriented.
- Enabling e-commerce functionality – integrate once with ChemPoint.com to touch many as customers adopt e-commerce at their own pace.

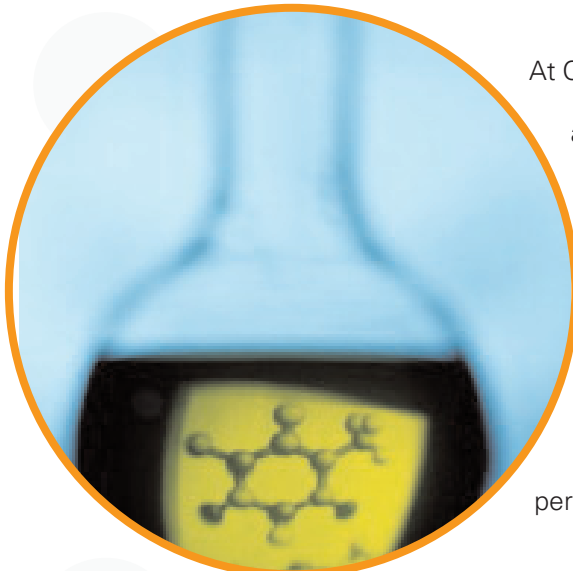




Unleash the power of strategic marketing

The ChemPoint.com business model allows you, as the manufacturer, to remain focused on creating the value (product or services). ChemPoint, in turn, efficiently and cost-effectively delivers that value to smaller-volume, typically fragmented customer segments regardless of geographical boundaries.

ChemPoint institutes an innovative and strategic opportunity-based marketing process that is driven by a robust and dynamic CRM (customer relationship management software package). ChemPoint's CRM drives business utilizing highly detailed data mining and a methodical approach that keeps data and relationships recent and useful. Suppliers typically use CRM data inconsistently, whereby ChemPoint has deployed world class techniques for the optimal use of CRM highlight from every sales call are logged and information is categorized (and turned into knowledge via data mining practices that help build targeted campaigns.)



At ChemPoint, we understand the landscape of market pricing and are skilled at getting in and adjusting pricing accordingly. By offering tiered pricing through single-point management that offers a much lower cost to serve, we optimize pricing strategy and profitability.

Our sales and marketing team is staffed with professional personnel. Chemical engineers, chemists, food technologists and

other specialists provide in-house expertise and the ability to manage a technical sell from a single location. Product and marketing training becomes a simpler proposition for our suppliers and geographical performance boundaries and obstacles are lifted.

Our key differentiators include:

Exclusivity – We represent only one principal per molecule and promote each brand as a partner in their value chain. Exclusivity also eliminates duplication of efforts

Unlimited geographical boundaries – for more efficient, cost effective logistics solutions and better niche market penetration throughout North America.

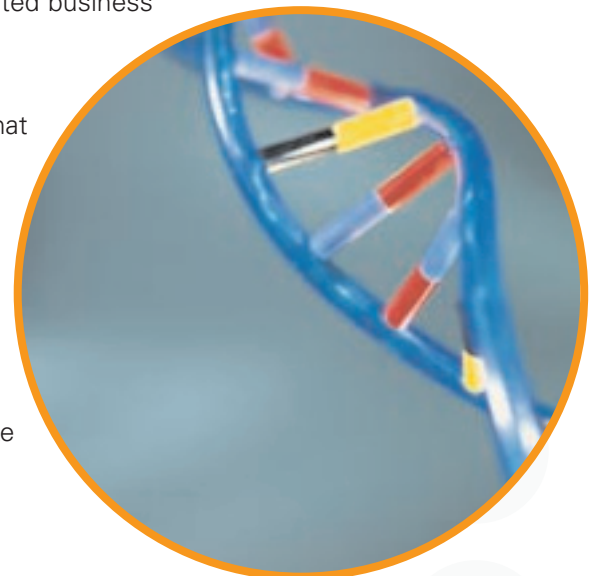
Single Point of Contact – for a streamlined sales process and more rapid access to the data you as a supplier needs most.

Transparency – We understand the critical what how, when and why factors your customers are using for a more 360 degree approach to sales and marketing.

Marketing – We show you the value in knowing your customer and how anticipating their needs converts to higher return on investment. Our application database is updated and expanded daily for targeted business development and minimized channel conflict.

Proactive Sales – A technically proficient sales force that delivers a combined value proposition; “What do you do? How can we help you do it better?”

Measurement – Unlike many distributors, ChemPoint explains what we do and we do what we say. As a partner, we arm you with the tangible metrics you need to make better and sounder sales and marketing decisions.






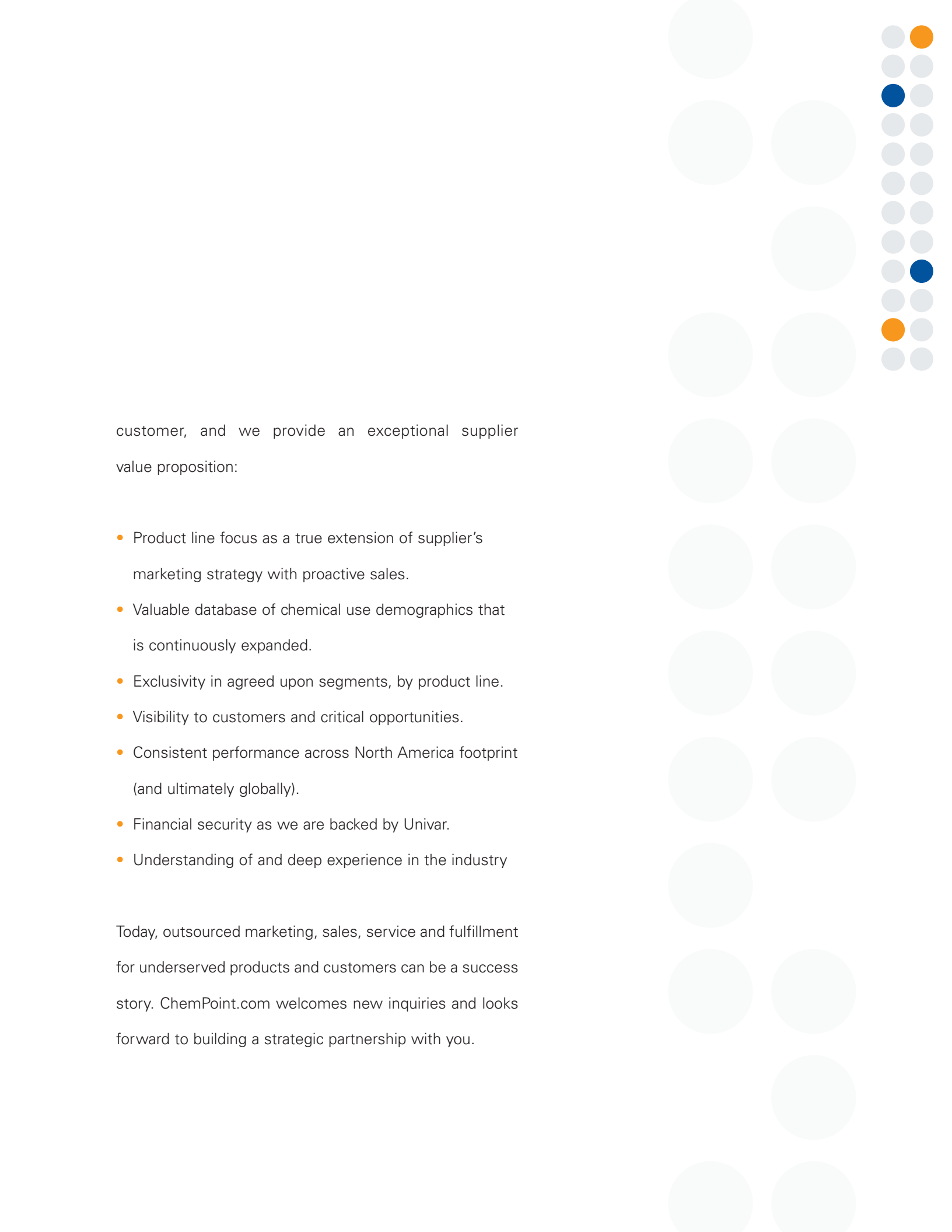
Your products are unique.

Why not expect the same from your distributor?

ChemPoint.com offers a new channel to specialty chemical manufacturers, providing outsourced marketing, sales, customer service and logistics to small- and medium-sized enterprises in their customer base. ChemPoint.com is not a static website – in fact, except for the fact we are built around the efficiency and speed of the World Wide Web, we're really not a dot com at all. Our primary value proposition is not built around transactional efficiency, rather; we are a company that has leveraged technology, combining the logistics benefit of traditional distribution with leading edge marketing and sales processes.



At ChemPoint, we believe we have created the ultimate business model for the distribution of fine and specialty chemicals. We pay special focus to the smaller, underserved



customer, and we provide an exceptional supplier value proposition:

- Product line focus as a true extension of supplier's marketing strategy with proactive sales.
- Valuable database of chemical use demographics that is continuously expanded.
- Exclusivity in agreed upon segments, by product line.
- Visibility to customers and critical opportunities.
- Consistent performance across North America footprint (and ultimately globally).
- Financial security as we are backed by Univar.
- Understanding of and deep experience in the industry

Today, outsourced marketing, sales, service and fulfillment for underserved products and customers can be a success story. ChemPoint.com welcomes new inquiries and looks forward to building a strategic partnership with you.



Featured Product Lines

Our primary focus is on Fine, Specialty and Semi-Commodity chemicals, with a special emphasis on unique molecules that add differentiable value to our customers.

Ag Environmental Products (AEP)

- SoyGold(r) Soybean Oil Methyl Ester (Alternative Solvent)
- CanolaGold(r) Canola Oil Methyl Ester (Alternative Solvent)
- SoyClear(r) Soybean Oil Methyl Ester

Akzo Nobel

- Armac(r) Amine Surfactants
- Armeen(r) Amine Surfactants
- Armid(r) Amine Surfactants
- Armohib(r) Acid Inhibitors
- Arquad(r) Amine Surfactants
- Duomeen(r) Amine Surfactants

Albemarle

- ABZOL(r) Cleaners
- Amine synergists (ODAB, EDAB)
- Cure promoters (DMPT)
- Photoinitiators (BDK, ITX, DEAP)

Archer Daniels Midland

- Soybean Wax and Natural Modifiers

ATOFINA

- Ethylaminoethanol
- Isopropylaminoethanol, mixed
- Diisopropylaminoethanol
- n-Butylaminoethanol
- n-Butyldiethanolamine
- t-Butyldiethanolamine
- Dibutylaminoethanol
- Dimethylamino-2-Propanol

Avebe

- Starches Maltodextrins

BASF

- Dimethylacetamide (DMAC)
- Larostat (Antistat Group)
- N-Vinyl Pyrrolidone
- Lupasol, Polyethylenimine
- HDO(r) 1,6-Hexanediol
- Super Absorbent Polymers
- Acrylic Monomers

CP Chem

- Alkanes, High Purity
- Alkylaromatics
- Sulfolanes
- Soltrol(R) Isoparaffinic Solvents

Dainippon Ink & Chemicals (DIC)

- Tert-Butyl Catechol

Dow Chemical

- Cellosize(tm) Hydroxyethyl Cellulose
- Dovicide Orthophenyl Phenol Biocide
- UCON(r) Polyalkylene Glycol Fluids
- Glutaraldehyde

DuPont Company

- Tyzor(TM) Organic Titanates

Eastman

- Tenox(r) Food Grade Antioxidants
- Eastobrite(tm) Optical Brighteners

Equistar

- Microthene F(TM) Polyolefin Powders

FMC Industrial Chemicals

- Calcium Peroxide
- PermeOx Plus





FMC Lithium Division

- Lithium Chloride
- Lithium Hydroxide
- Lithium Hypochlorite
- Lithium Specialty Inorganics

Gaylord Chemical

- Dimethyl Sulfoxide

GE Silicones

- Silquest(r)-Silanes

GPC

- WATER LOCK(r) super absorbent polymers
- PURE-GEL(r) Stabilized Starches
- PURE-COTE(r) modified starches
- PURE-DENT(r) starches
- MALTRIN(r) maltodextrins and corn syrup solids

Grace Davison

- LUDOX(r) Colloidal Silica

IodiTech

- Potassium Iodide
- Sodium Iodide
- EDDI

IPCA Laboratories Ltd.

- Triclosan

Lyondell

- 1,4-Butanediol
- Polytetramethylene Ether Glycols

McGean

- Polyvinyl Acetate Beads

Nutrinoa

- Sunett(r) (acesulfame K)
- Caromax(tm) - Multi-beneficial Dietary Fiber
- DHActive - Vegetarian Omega-3

Occidental Chemical

- ACL(tm) Chlorinated Isocyanurates

Penn Specialty Chemicals

- Furan and Furan based fine chemicals
- Furfural

- Furfuryl Alcohol
- QuaCorr(r) Resin
- QuaCorr(r) Catalyst
- Tetrahydrofurfuryl Alcohol

PMP Fermentation Products

- Amizyme(r) Amylase
- Calcium Gluconate
- Exsize(r) Alpha Amylase
- Glucono Delta Lactone

Rhodia Food

- Annatto Food Color
- Annatto/Turmeric Blends
- Rhodia Pharmaceutical Ingredients
- Salicylic Acid
- Methyl Salicylate

Rohm and Haas

- Copper-8 Based Biocides (Cunilate(tm), Nytek(tm), Soggi(tm))
- OBPA Based Biocides (Vinyzene(tm), Durotex(tm))
- Isothiazole Based Biocides (Kathon(r) CG, CG II, EDC, CL, CG/ICP, and Neolone(tm))
- Acudyne(tm)
- Aculyn(tm)
- SunSpheres(tm)
- Powder Coatings

Specialty Minerals

- Precipitated Calcium Carbonate

Uniqema

- Forestall(tm)

Velsicol

- Benzoflex(r) 9-88 SG
- Benzoflex(r) 352
- Velsicure(r) Benzophenone

West Agro

- Executive Brands Iodophor Sanitizing Concentrates and Disinfectants





Connected to the energy of Univar.

ChemPoint is a fully-owned subsidiary of, and sibling company to, Univar USA, the world leader in chemical distribution. Headquartered in Bellevue, WA, the company has an extensive network of 195 distribution centers spread across the United States, Canada and 14 countries in Europe.

Univar employs approximately 7,000 people committed to meeting customer requirements, solving problems and lowering costs. Customers depend on Univar to deliver the right product to the right place at the right time.

At the same time, Univar provides producers with an efficient distribution channel for a broad assortment of chemical products.

The company is publicly held (on the Euronext Exchange) and reported net sales of \$4.7 billion in 2003.