

## **MERACRYL: Röhm's new brand for methacrylate monomers**

- **New MERACRYL brand launched**
- **Partnership and reliability remain most important customer promises**

Röhm GmbH will be selling its methacrylate monomers under the new brand name MERACRYL going forward, thus replacing the old VISIOMER® trademark with respect to the methacrylate monomers offered by Röhm GmbH. Röhm's monomers are used in a variety of applications, including coatings, adhesives, plastics, construction, and textile treatment. As the world's second largest producer of methyl methacrylate (MMA), Röhm is now consolidating monomers such as MMA, methacrylic acid, butyl methacrylate, hydroxyesters, and methacrylamides under its new brand name.

### **Unique expertise in methacrylate chemistry**

"MERACRYL stands for quality, reliability, and technological leadership. MERACRYL connects us to Röhm's long-standing tradition in the methacrylate chemistry and brings our customer promises—long-term partnership, supply reliability, and excellent customer service—together under one roof," explains Hans-Detlef Luginsland, head of the Bulk Monomers Business Unit.

Its four production facilities in China, Germany, and the US give the unit a presence in important countries all over the world. In order to ensure material availability, plant security, and gains in efficiency, Bulk Monomers continuously invests in optimizing its key technologies.

For more information, please visit [www.meracryl.com](http://www.meracryl.com).



In paints and coatings applications, MERACRYL methacrylate monomers provide excellent color stability and durability to the substrates.

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The company is registered in Essen  
Court of registration:  
District Court Essen  
Trade Register HRB 26282



In construction applications, methacrylate monomers from MERACRYL improve properties such as durability, freeze-thaw resistance, and stability of emulsions.



Methacrylate monomers are used for manufacturing and modifying an exceptionally wide variety of polymers for products such as cast sheets, methacrylate molding compounds, artificial marble, and PVC modifiers.

**About Röhm**

With 3,900 employees, 15 production sites worldwide, and revenues of EUR 1.9 billion (2018 figures), Röhm is one of the world's leading manufacturers in the methacrylate business. The medium-sized company with branches in Germany, China, the USA, Russia, and South Africa has more than 80 years of experience in methacrylate chemistry and a strong technology platform. Our best-known brands include PLEXIGLAS®, ACRYLITE®, DEGALAN® and DEGAROUTE®.

More information is available at [www.roehm.com](http://www.roehm.com).