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**Client: Gelest** 

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## LIVCHEM LOGISTICS LAUNCHES NEW WEBSITE: EMPHASIZES EUROPEAN AFFILIATION WITH GELEST, INC AND ENABLES ONLINE PURCHASING

FRANKFURT (March 10, 2015) – Building on its relationship with Gelest, Inc., LivChem Logistics of Frankfurt Main, Germany, has launched its new website address --<u>www.livchem-logistics.com</u> – with new progressive functionality and e-commerce platform. Livchem Logistics is the exclusive and sole European logistics center of Gelest, Inc., offering more than 3000 innovative silanes, silicones, and metal-organics to the European Union (EU) market, from research and development quantities up to commercial scale.

"Gelest products are offered with European pricing and delivery information," said Yvonne Jambresic, LivChem Logistics Operations Manager. "For products in stock, delivery is one to two days. We are a wholly owned subsidiary of Gelest, so customers will receive Gelest Europe-rated invoices with VAT."

Compatible with mobile devices, the new website describes the business, its precision logistics capabilities, including Dangerous Goods Management, the chemical product

offering, team biographies and a video illustrating how LivChem team members "are living chemistry and logistics."

The new e-commerce section is <u>LivShop</u>, an online ordering platform. Jambresic noted that e-commerce platforms are not "ubiquitous" in the B2B world, and said LivShop has the functionality of a popular global retail site.

Jambresic commented that LivShop is ideal for purchasers who have experience with specialty chemicals and know what their operations require. "Where possible, we post the chemical structures so chemists can determine and verify what they need," said Jambresic. "Once the customer has pre-registered and logs in, the ordering process is efficient and easy, and it takes just a few minutes."

Complementing high tech with high touch, LivChem Logistics also offers application consulting. The customer service team, led by a chemical engineer, helps purchasers select the best chemistry for their end uses, noted Jambresic.

"Our customers can get expert advice from a degreed chemist when they need it," she said. "In addition, we have experts in logistics and marketing to ensure our customers receive the most efficient and cost-effective shipping."

## About LivChem Logistics

LivChem Logistics is the sole European affiliate of Gelest, Inc., which offers more than 3,000 innovative Silanes, Silicones, and Metal-Organics to the EU market up to commercial scale. Founded in 2006, Livchem Logistics offers precision logistics and the distribution of specialty chemicals for R&D purposes to the EU material and life science markets. In addition, LivChem Logistics offers services for companies that need to

achieve an efficient small quantity and sample distribution handling process while keeping full control over their inventory and customer base. For more information, please visit: <u>www.livchem-logistics.com</u>

## About Gelest

Gelest, Inc., headquartered in Morrisville, Pennsylvania, is recognized worldwide as an innovator, manufacturer and supplier of commercial and research quantities of over 3,000 organosilicon compounds, metal-organic compounds and silicones. Gelest serves advanced technology markets through a materials science-driven approach. The company provides focused technical development and application support for semiconductors, optical materials, pharmaceutical synthesis, diagnostics and separation science, specialty polymeric materials and cosmetics: "Gelest – Enabling Your Technology." www.gelest.com

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## Gelest, Inc. Enabling your Technology

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