

## **Phil Gains leads new style campaign:**

### **SARLINK APPOINTS PSEUDO-NERD TO PROMOTE NEW BRANDING**

**Heerlen, 18 May 2009** – Sarlink TPV has introduced a new corporate identity and website, to highlight the product's properties and benefits. To help spread the word, the company is using a self-styled technical nerd with a strong internet presence.

Rolf Schrauwen, Global Marketing Manager, explains: "Sarlink TPV offers fantastic new opportunities addressing some key drivers in the rubber and plastics industry: sustainability, cost out, simplifying processes and design as well as an increased shift of application development from the value chain to material producers. Following extensive research and image analysis, it was felt that the qualities and opportunities afforded by Sarlink TPV were not fully appreciated by potential customers. So we decided to introduce a new corporate look that underlines our overall capabilities".

"Our next step was to start a campaign in order to highlight Sarlink's TPV leadership role targeting innovative development partners. However, whilst we understand that we need to highlight the key benefits of our products and capabilities we have to do so in a fast changing market environment. Moreover, to work in a purely conventional way was not entirely in the spirit of Sarlink's overall market approach. So we chose to communicate our new identity in a way that reflects the multi-functionality of Sarlink: strongly technology driven, an unconventional approach, with a dash of humour."

Following the introduction of a new Sarlink website ([www.sarlink.com](http://www.sarlink.com)), Sarlink's new identity will be also highlighted at key industry events and seminars. In addition, a range of Internet-based events will be used to highlight the product's key benefits. Rolf Schrauwen: "The Internet is a very exciting place to be. Whilst we still endorse the more traditional communications tools such as trade media and printed brochures, we see a shift to a more dynamic environment – and we have observed how many traditional media have shifted their emphasis to more web-based content. We felt that we wanted to be part of this move."

In order to spearhead the campaign – and to provide additional visibility - the company introduced Phil Gains, a self-styled technical nerd, who in the course of his research discovers the various benefits of Sarlink TPV and shares this with the world on his own web site [www.philgains.com](http://www.philgains.com).

Rolf Schrauwen: “Phil Gains is helping us to gain visibility in a crowded marketplace. Through blogs and webcasts, we have been able to reach our audience in less traditional places such as Youtube and Linked-in. Of course, when you are addressing your audience in a less conventional space, your message needs to be a little unconventional too – and Phil has helped us to highlight the benefits of Sarlink in a humorous way. But of course, once potential customers start to talk business, they will find us a strong partner, with quite a few serious benefits for their applications.”

#### **About Sarlink**

Sarlink is a global brand of premium quality pelletized thermoplastic vulcanizates (TPVs). A specialist in developing and manufacturing high quality TPVs to offer customers the material properties they need. Sarlink adds value by being a specialist in high quality TPV solutions and offering a support structure based on close partnership. Sarlink is a truly global company with production operations and laboratories in Leominster MA (USA) and Genk (Belgium), and sales/marketing and technical support offices in Detroit MI (USA), Leominster MA (USA), Sittard (The Netherlands), Shanghai (China), Singapore and through business partner Toyobo in Japan. More information: [www.sarlink.com](http://www.sarlink.com).