

Azelis enters new distribution agreement with Merck for Vietnam

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The partnership aims to offer innovative, tailor-made solutions for entire customer lateral value chain



Azelis, a leading distributor of speciality chemicals and food ingredients, announces its new distribution agreement with Merck. Effective on April 1st 2020, Azelis will distribute Merck Performance Materials' complete range in Vietnam for personal care, CASE (coatings, adhesives, sealants and elastomers), food & health, and industrial chemicals.

Highlights & rationale

- This partnership is an extension of existing distribution agreements between Azelis and Merck in other countries and covers Merck Performance Materials' range for personal care, CASE, food & health and industrial chemicals in Vietnam.
- To ensure business continuity and the best customer experience, former Merck's employees will join Azelis' team in Vietnam, reinforcing Azelis' local sales and customer service for the Personal Care and CASE market segments.
- Merck Performance Materials' portfolio includes first-class pigments, active ingredients and high quality chemical raw materials.
- This agreement underlines Azelis' commitment to organically grow with its key partners in the Asia Pacific.

Azelis is proud to have a longstanding partnership with Merck, a leading global specialist of Healthcare, Life Science and Performance Materials. The partnership between Merck and Azelis started back in 1968 with one of the companies Azelis later acquired. Over the years, Azelis extended its partnership with Merck across Europe. Vietnam is the latest country to be added to this list.

Azelis' commitment to growth and dedicated organization for each industry, coupled with technical and market expertise, proved crucial for Merck's decision to entrust Azelis with the distribution of their specialty portfolio. Azelis' business ethic and compliance, financial stability, and transparent business practices gave Merck confidence to collaborate with Azelis in new territories.

Laurent Nataf, CEO and President Asia Pacific at Azelis, comments, *"Merck Performance Materials' high-quality range will be a great asset for Azelis Vietnam, enabling us to offer innovative, tailor-made solutions to customers for their entire lateral value chain. Our dedicated application laboratories in Vietnam will play a critical role, allowing us to support our customers in formulation of innovative concepts that shorten their time to market and help them become and remain market leaders in their industries. This new agreement is also an important acknowledgement of our continuous efforts to be a preferred and trusted*

partner on a global scale.”

Panutin Tantichuwet, Head of Commercial Southeast Asia and Australia/New Zealand at Merck, adds, “Azelis is a global leader in specialty chemicals distribution. Their local technical sales team will help us focus on enhanced services to our customers in Vietnam, where we aim to improve customer intimacy, innovation and technology effort. We are confident that thanks to our strong collaboration with Azelis, we will be able to serve Merck’s customers even better for future business growth.”

Azelis has significantly grown in Asia Pacific during the last five years, establishing presence in 11 countries and opening more than 25 laboratories.