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Press Release

AllessaChemie Collaborates with HP to Bring Color to Life with Advanced Printing

Vivid, water-resistant images enhance customers' printing experience

Frankfurt, 20 October 2007. Today AllessaChemie, a partner for the production of chemical intermediates and specialty chemicals, announced a licensing agreement with HP that will significantly improve the printing experience for customers. Using licensed HP intellectual property, AllessaChemie has developed an additive for use in paper manufacturing. The resulting high-quality paper generates prints that dry quickly and exhibit superior water resistance, resulting in vivid text and color images.

The compound has the effect that ink color is retained near the surface and the liquid ink carrier penetrates into the paper, preventing colors from streaking or fading when exposed to water. The technology is now ready for scale-up and will be launched under the name Allessan[®] APT.

"We are proud to be HP's partner of choice for the development of a challenging compound," says Dr. Lukas von Hippel, Vice President, Marketing and Sales, AllessaChemie. He adds: "The professional interaction between the two companies has been the crucial factor for the project's success. In view of the different time zones covered, a proper project management and clear communication are indispensable factors to success. Taking into account that AllessaChemie provided the chemical know-how and HP the application expertise, the teams had to cooperate closely to combine chemistry and application technology across the two companies. This is a fairly new approach in the field of industrial chemistry, and we are proud that HP found us to be superior."

"Intellectual property is central to HP's business as it helps us create unique products and services to enable customers to transform their businesses and improve the consumer experience," said Joe Beyers, Vice President, Intellectual Property Licensing, HP. "AllessaChemie is an ideal partner to help make HP's paper enhancements broadly available. Our goal is to improve plain paper for premier digital printing, and this is another step forward in bringing vibrant color pages to consumers and businesses alike."

More information or samples are available on request. Please contact Christoph Vedder (christoph.vedder@allessa.com).

About AllessaChemie

AllessaChemie is a partner for the production of chemical intermediates and specialty chemicals. The company is headquartered in Frankfurt. AllessaChemie offers a comprehensive plant capacity with reactors of 0.4 – 100 m³. Depending on the product, production capacities up to several hundred tons per year are achieved. Thanks to its broad technology and equipment spectrum, AllessaChemie is in a position to develop complex, multi-stage syntheses – often exclusively produced for one customer. More than 180 reactors with an overall capacity of 2.500 m³ are available to customers from the further processing industries. Moreover, AllessaChemie offers additional services such as drying, milling and mixing of products or analytics for research, development and quality assurance. The company is certified according to DIN ISO 9001 and 14001. The most important customers are the agricultural, pharmaceutical, pigment, dye and auxiliaries producers.

If you have any questions, please contact:

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