

Press release

Imerys Performance Additives Division launches new website

Imerys Performance Additives, a Division of Imerys, the world leader in mineral-based specialty solutions for industry, announced the launch of its new website www.imerys-performance-additives.com which replaces the existing www.imerystalc.com website.

The new website presents the Performance Additives Division's full portfolio of mineral solutions and their attributes across a wide range of industrial applications.

Created with the user experience in mind, it features a streamlined responsive design, simple navigation, richer content and improved functionalities, such as a new easy-to-use download center and product finder.

Imerys-performance-additives.com will be updated on a regular basis with news of product launches, press releases, company milestones and trade show events.

Visitors are encouraged to explore the new website and share information across all major social networking sites.

For more information on Imerys Performance Additives and to view the site, please visit www.imerys-performance-additives.com



The image shows a screenshot of the Imerys Performance Additives website homepage. At the top is a blue navigation bar with the Imerys logo and menu items: About us, Your Market, Our Minerals, Sustainability, Innovation, News & Events, and Contact. Below the navigation bar, the text "NEW WEBSITE" is displayed in large blue letters, followed by the URL "www.imerys-performance-additives.com". A white button with the text "SEE SITE" is positioned below the URL. On the right side of the page, there is a close-up photograph of a woman wearing safety glasses. At the bottom left, a list of four bullet points highlights key features: Customer focused, Intuitive, New Download Center, and Responsive.

IMERYS Performance Additives

About us Your Market Our Minerals Sustainability Innovation News & Events Contact

NEW WEBSITE

www.imerys-performance-additives.com

SEE SITE

- **Customer focused**
- **Intuitive**
- **New Download Center**
- **Responsive**