

## COM·MU·NI·CATE:

*To transmit news, ideas or information to others.*

Ever since the first man said to the first woman "Madam, I'm Adam", there has been an ongoing need for humans to communicate. We hope you'll find this issue of Acrylatest a useful guide to communicating with the folks at

Esschem. We've tried to travel down every possible avenue of communication in order to make it easy and quick for you to "reach out and touch" the person here who can help you. A separate page with key customer service and technical service person-

nel is enclosed for handy reference. Keep it close to your desk. We're sure you'll be returning to it often!

We hope you'll find the announcement of our recently upgraded Internet capabilities as exciting as we do —

The image displays three overlapping screenshots of the Esschem Connection website. The largest screenshot on the left shows the 'Request an Order' form, which includes sections for 'Customer Information (Shipping)', 'Customer Information (Billing)', and a table for 'Requested Info for Requested' with columns for Quantity, Packaging, and Product Code. The middle screenshot shows the 'Preshipment Approval Form' with fields for Customer Name, Email, and various order details. The smallest screenshot on the right shows a promotional banner for 'Esschem 1,800 POLYMER' with a 'Get the Advantage' call to action.

## THE esschem Connection

Fall  
2000

Now, our customer service department is open 24 hours a day, 7 days a week, everywhere in the world on a computer near you. At [www.esschem.com](http://www.esschem.com), you can become a member of the Esschem Connection, your one-stop, user friendly help desk where you can take advantage of these powerful online capabilities:

- **Order placement** - Don't worry about faxes, phone calls, time zones or business hours. Now you can send purchase orders at your convenience in a secure web environment. You can also

schedule releases on your blanket orders.

- **Certificate of Analysis (COA)** requests - Need another copy of the COA you received for that shipment last March? No problem! Just go online, give us some details off the invoice and it will be in your hands post-haste.

- **Material Safety Data Sheet (MSDS)** requests - Missing an MSDS for a product you've purchased from us in the past? Just give us the product code and tell us whether you want it e-mailed, faxed or "snail mailed."

- **Preshipment sample approval** - Even your preshipment samples can be approved over the web!

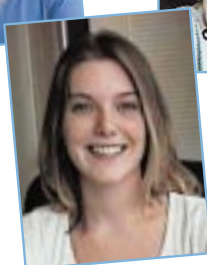
You can enroll for a company account on the Esschem Connection right now online. Once we've received your registration information, our customer service representatives will contact you with the appropriate security pass codes. Many other new features and updated information have been added to [www.esschem.com](http://www.esschem.com), so you'll want to explore it all. We look forward to seeing you on the 'Net!



Erin O'Neill



Kandy Collins



Vanessa Sheariss

## I Never Forget A Face

The best part of communicating with one another is getting to know each other. In the customer service department, getting to know you is one of our favorite fringe benefits. Many of you would recognize our voices - but not our faces - until now. As you put faces together with names, we hope you will remember this:

Though there are many ways to communicate with Esschem - and we continue to keep looking for more and better ways - we still believe that personal relationships will always be the best way to meet the unique needs of each customer. Pick up the phone and let's talk!



# Spend a day in Philadelphia, PA

When you are in the Philadelphia area, we ought to be communicating face-to-face. Located about 25 minutes south from the airport, our plant is a showcase for state of the art polymer technology. We would be delighted to lead you on a

guided tour as well as discuss any topics or projects of mutual interest. Then, if your schedule allows, let us host you at one of the many world class restaurants our city has to offer. Call us and let's make a date!

## "Gentlemen, this is a football."

Vince Lombardi, legendary coach of the Green Bay Packers, repeated that famous line whenever he felt his world class team of veteran ball players needed to remember the importance of getting back to the basics. For this issue devoted to communications, we want to make sure you have

the basics for communicating with Esschem whether it be phone, fax, e-mail or smoke signals. The service team page enclosed will, we hope, provide you with the contacts you need to make your communications with our company successful and profitable.