



## NEWS FOR IMMEDIATE RELEASE

**Agency Contact:**

Marc Villarreal  
714.255.0700  
marc@marcommassociates.com

**Company Contact:**

Jim Calkin  
714.523.8050  
jcalkin@ethorn.com

### **E.T. Horn Selected To Distribute New Aqualon Product Lines**

La Mirada, CA – January 23, 2008 – The E.T. Horn Company, a leading national marketer, distributor and manufacturer of specialty chemicals used in a variety of market categories today announced it will represent two new product lines under the trademarks of Strodex® and Dextrol®, which long time principal partner/supplier Aqualon recently acquired from Dexter Chemical. The new products are phosphate ester surfactants utilized in paints and coatings that enhance gloss retention/color stability and complement the extensive line already represented by the company's Coatings and Building Materials Group.

"To their credit, Aqualon has acquired 2 additional product lines that we're ecstatic to include on our line cards," stated Bob Ahn, E.T. Horn Vice President. "We've been working diligently with their product development team, and have subsequently developed another set of quality business solutions in conjunction with Strodex and Dextrol that we believe will generate big numbers for our customers."

Strodex and Dextrol are specialty surfactants that were highly coveted by Aqualon, a division of Hercules which is a global enterprise already well known in the coatings, food, energy solutions and paper chemicals industries. "Acquiring the Dexter product lines is an excellent fit for Aqualon's existing portfolio in the paint and coatings industry," said Craig Rogerson, Hercules President and Chief Executive Officer. "And so by collaborating with E.T. Horn for marketing and distribution, we were able to complete the puzzle in terms of meeting the needs of our customers and strengthening our market position."

While national sales figures are somewhat flat within the industrial sectors due to a slowdown in construction, E. T. Horn has managed to maintain growth. "Partnering with the best principals certainly helps our cause, but I attest that our commitments to logistics, research, and technical expertise are focal points in our formula for success," Ahn said. "And when Aqualon offered us the privilege of carrying their new lines, we jumped at the opportunity. This is your classic win-win scenario."

#### **About the E.T. Horn Company -**

The E.T. Horn Company is one of the nation's largest distributors, marketers and manufacturers of raw materials and chemicals for use in coatings, building materials, elastomers, lubrication, nutrition, cosmetics, personal care, and food products. Founded in 1961, the company has focused on providing formulation solutions, superior customer service and technical expertise in distributing products from only the finest manufacturers. For additional information contact the company at 800-442-HORN or visit [www.ethorn.com](http://www.ethorn.com).