



Debro Selected to Distribute AkzoNobel (now Nouryon) Performance Additives in Central and Eastern Canada

Debro Inc., one of Canada's premier distributors of specialty chemicals and raw materials, announced a new partnership with AkzoNobel – Performance Additives. As of September 1, 2018 Debro began representing AkzoNobel – Performance Additives Elotex and Bermocoll product ranges in Central and Eastern Canada. These technologies will cater to a variety of applications, including adhesives, construction products, paints, specialty coatings and drilling fluids.

"AkzoNobel – Performance Additives brings to Debro best-in-class redispersible polymers and a broad range of cellulose ethers backed by strong technical and lab support," said Bill Heise, President & CEO Debro Inc. "The determination and persistence of AkzoNobel – Performance Additives to support us technically is crucial in enabling Debro's technical sales force to continually provide our customer base with the highest level of problem solving customer service and capabilities. "From our first meeting with the AkzoNobel – Performance Additive team, it was clear that we had an opportunity to represent a market-leading principal that would provide quality offerings, ethical solutions and innovative technologies whose goals were complementary to Debro's".

"Our Performance Additives business has had a strong presence in Canada so when we began the process of selecting a new distribution partner a major criteria was to find a technically savvy firm whose industry knowledge, reputation and level of service capabilities would complement and be closely aligned with our strategic vision," said Steven Grant, Commercial Manager North America – Performance Additives Ethylene and Sulfur Derivatives.

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Debro Partners with Verglass Products

Debro recently partnered with Les Produits Verglass Inc., also known as Verglass Products, to distribute their glass powders. Verglass Products has an ecological vision in transforming an environmental problem into an industrial powerhouse.

A long time specialist in the post-consumer and pre-consumer glass industry, Verglass Products remains in a constant cycle of research and development, in order to sharpen its expertise.

Miraglass glass powders can replace traditional mineral loads and make a significant contribution toward LEED certification. Miraglass+ is micronized glass powder, a quantity of silica smoke. Miragrit consists of high-quality, controlled-size glass granules coated with a durable white finish. Their products are all pure glass, ready for use in a variety of applications.



The Debro Food Ingredients sales team with Natra US at IFT in Chicago, Illinois

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AkzoNobel creates everyday essentials to make people's lives more livable and inspiring. As a major producer of specialty chemicals, AkzoNobel supplies essential ingredients, such as Elotex redispersible polymers and Bermocoll cellulosic thickeners to industries worldwide. Performance Additives is a part of AkzoNobel Specialty Chemicals, one of the business units within AkzoNobel.

AkzoNobel Specialty Chemicals has since relaunched itself as Nouryon, a name that borrows from one of its predecessors, and it has a new brand and purpose to reflect its goal of unleashing its full potential as an independent global specialty chemicals leader. The new brand identity was developed using extensive employee input, and came after the company's acquisition by The Carlyle Group and GIC in October 2018.

The concept of Nouryon's new brand identity also builds on employee feedback about pride in the company's role as a producer of essential chemicals and history of forming strong partnerships.

Industry 4.0 and the Chemical Industry

The rise of the fourth industrial revolution, or Industry 4.0, will give rise to significant changes in the chemical industry. Industry 4.0 brings together a number of digital and physical advanced technologies to form a greater physical-to-digital-to-physical connection such as the Internet of Things (IoT), advanced materials, additive manufacturing, advanced analytics, artificial intelligence, and robotics. More importantly, these technologies are now advanced enough that they can integrate with chemicals companies' core conversion and marketing processes to digitally transform operations and enable "smart" supply chains and factories as well as new business models.

For example, BASF is using Industry 4.0 applications in its deployment of connected systems and advanced analytics models for predictive asset management, process management and control, and virtual plant commissioning. Beyond these traditional applications, the company completely automated the production of liquid soaps at its smart pilot plant in Kaiserslautern. Once a user places an order for a customized soap, the radio-frequency identification tags attached to the soap containers inform the equipment on the production line via wireless network connections about the desired composition of the soap and packaging—thus enabling mass customization without human involvement.

Industry 4.0 will likely impact the way chemicals companies operate and grow their businesses, as they shift away from the pay-by-the-ton revenue model to provide value-added products and services to their customers. How fast and well companies perform will depend on the decisions they take today and the initiatives they commit to for the coming years.



Debro's Eastern Home & Personal Care sales team at the Montreal SCC Suppliers' Day

Debro at IFT 2018

From July 15th to 18th, Debro was invited to attend the IFT 2018 Food Expo in Chicago, Illinois by our largest supplier, Jungbunzlauer.

IFT stands for the Institute of Food Technologists, and the expo attracts over 20,000 food science professionals, as well as 1,200 exhibitors from over 90 countries. It brings together suppliers, distributors, and buyers from all aspects of the food science and technology industry.

The expo also offers the opportunity to explore current innovation in the field as well as future trends in the food industry.

Over the course of the three days, the Debro Food Ingredients Sales Team met with a number of American and international suppliers, and took the opportunity to introduce them to the newest member of Debro's team, Stephanie Newman.

Debro also attended an exclusive comedy show hosted by Gold Coast Ingredients, our supplier for colours and flavours, at the original Second City location in Chicago.



Debro's Food Ingredients sales team at Second City in Chicago, Illinois with Gold Coast Ingredients

Impairment and Cannabis in the Workplace

Someone who is impaired may have difficulty completing their work tasks safely and may put themselves, their coworkers and the public in danger. There are many potential causes of impairment. In addition to factors such as fatigue and certain medical conditions, these include the use of legal and illegal substances such as: alcohol, cannabis, street drugs, and certain medications.

Everyone has a role to play in workplace health and safety. Employers and employees alike should be prepared to prevent the risk of cannabis impairment at work and should take note of the employer and employee responsibilities. Employers must: ensure the health and safety of all employees at work, address physical and/or psychological hazards in their workplace, work with employee representatives to develop, implement, and evaluate a hazard prevention program to monitor and prevent hazards, and include policies on substance use and impairment in hazard prevention programs where the the use of cannabis and other causes of impairment represents a hazard. Employees must: work safely, understand the impact that using substances (medical/therapeutic or non-medical) can have on their safety and that of others, report to their employer anything that is likely to be hazardous to the employees or any other person in the workplace, inform their employer if medical condition or treatment may cause impairment and impact their ability to perform their job safely, and follow all instructions provided by the employer concerning the health and safety of employees.

Following company policies and procedures ensures safety for all of us.