

## ASK Chemicals presents REZIANCE resin portfolio

**Hilden (Germany), October 11, 2023 - ASK Chemicals, a global leader in chemical solutions for the casting industry and a supplier of high-performance resins, unveils its new REZIANCE brand portfolio of industrial resins. Building on its expertise in phenolic resins in both the foundry and industrial resin businesses, ASK Chemicals is expanding its footprint into new markets with a new product line of phenolic resins.**

The acquisition of the industrial resin business in 2021 represented a significant milestone in ASK Chemicals' diversification strategy. It expanded the company's focus to include a wide range of applications such as friction, abrasives, refractories, impregnation, wood, paints and coatings.

"ASK Chemicals offers high-performance phenolic resins and specialty solutions for casting and a growing range of industrial applications," states Christoph Henseler, Chief Business Development Officer at ASK Chemicals. "With the launch of our REZIANCE industrial resin brand, we are embarking on an exciting journey of diversification. I am confident that with our passionate global team and our high-performance products, we offer attractive benefits to our customers."

ASK Chemicals' technical understanding of the industries, combined with its legacy expertise in industrial phenolic resins, makes the company a partner of choice for demanding technical solutions. The commitment to technical excellence and high customer satisfaction has always been central to ASK Chemicals' go-to-market approach.

At the upcoming SAE Brake Colloquium ASK Chemicals will showcase its technological solutions for braking systems. The event will provide attendees with an exclusive opportunity to learn first-hand about the company's braking system solutions for enhanced safety and performance.

ASK Chemicals looks forward to welcoming customers, interests, and prospects from Nov. 12-15 to its booth 102 at the SAE Brake Colloquium in San Antonio, Texas, USA.

For more information, visit [www.ask-chemicals.com/reziance](http://www.ask-chemicals.com/reziance).

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**Picture material to the press release**



Fig. 1: REZIANCE, engineered resin solutions, serve a wide array of applications.

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## **ABOUT ASK CHEMICALS:**

ASK Chemicals Group, headquartered in Hilden near Düsseldorf (Germany), is a global supplier of high-performance industrial resins and materials. The company's products are mainly used in foundries and in the production of abrasives, refractories, impregnation, coatings, insulation and composite materials.

The Foundry division offers an exceptionally wide and innovative range of foundry consumables including binders, coatings, risers, filters, release agents as well as metallurgical products such as inoculants, inoculation wires and master alloys for iron casting.

The Industrial Resins division is a leader in the field of specialty phenolic resins. Our phenolic resins are the preferred choice when it comes to meeting the highest requirements in the areas of fire protection, energy consumption, service lifetime, health and safety at work.

The company has a production and sales network in 22 countries and employs approximately 2000 people worldwide. ASK Chemicals Group sees itself as a driving force of industry-specific innovations with research centers and laboratories in Europe, Asia, America and Africa.

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