



FOR IMMEDIATE RELEASE
NEW PRODUCT ANNOUNCEMENT

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INSTAPURGE™ Cleaning Compound Introduced by NOVACHEM

Advanced Formulation Displaces Production Resins in
Injection Molding Equipment, Does Not Adhere To Internal Parts

*Field Test Demonstrates Remarkable Performance Characteristics
in All Types of Injection Molding Systems*

(April 4, 2001 – BRIDGEPORT, Conn.) NOVACHEM announces the availability of InstaPurge™ Cleaning Compound, a commodity-grade purging material particularly effective in injection molding systems.

Affordable, and easy to use, InstaPurge™ Cleaning Compound displaces production resins quickly and safely without the need for heat soak periods or changing temperatures. What's more, its unique formulation ensures that it does not adhere to internal surfaces of production equipment and is easily removed with the production material that follows use.

In product field tests over more than six months, injection molders have reported that NOVACHEM's commodity-grade purging compound provides substantial reductions in waste and production loss due to dark-to-light color changes or resin changes. Frank G. Winner, NOVACHEM's vice president of marketing and sales, commented, "NOVACHEM believes that customers shouldn't have to pay for more purging performance than they need. InstaPurge™ represents the best value in the market for commodity-grade purges."

According to Frank Van Haste, NOVACHEM's general manager, "Using InstaPurge™ is straightforward. The procedures are simple, and the product is user friendly and safe for the equipment. Little or no technical support is required. It's non-toxic, odorless, smokeless and features easy-to-handle pellets. For the user who needs a commodity-grade purging compound, this is the 'best-in-class' product."

Techniques and procedures that help optimize InstaPurge™ performance can be found at www.instapurge.com.

To request a free sample of InstaPurge™ Cleaning Compound, visit www.instapurge.com, or call NOVACHEM toll-free at 1-800-762-3984. Fax requests can be submitted to 203-367-0647, or mailed to NOVACHEM at 955 Connecticut Avenue, Bridgeport, Connecticut 06607.

NOVACHEM has manufactured safe, effective purging products since 1989. Providing purging solutions, including the widely known SuperNova™ and Novapurge™ chemical purging compounds, is NOVACHEM's only business.

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