

HALLSTAR 

# LET'S WORK WONDERS<sup>TM</sup>

COLLABORATING TO REALIZE  
THE POSSIBILITIES OF CHEMISTRY

## LET'S WORK WONDERS™

We live in a world of things. One in which millions of products are bought and used each day.

Yet, this world is changing. It's making more demands on those who make products. Better. Safer. Sustainable. More natural. "Great" is now a moving target—what was selling well yesterday may not sell at all tomorrow.

This new world requires product makers to be focused on innovation like never before—to always be creating the next "great thing" that will delight the marketplace and keep their businesses growing.

It can be done, but it takes teamwork with a special partner. Because often, the "great" in a great product has to do with a specific ingredient. One that owes its performance to a unique molecule or formulation.

The kinds developed by Hallstar. As a leading specialty chemical company, Hallstar brings unrivaled knowledge to the table. But more than that, we take a collaborative, "hands-on" approach to solving our customers' challenges.

This involves providing technical expertise not only on the projects we work on, but on where the marketplace—and regulators—are going. Our goal is nothing less than to help our customers turn parity into proprietary—and then into profit.

Whether you need a quick answer, a sample delivered, or for us to roll up our sleeves in our labs and yours, we're ready.

Not just to work together, but to work wonders together.

## Hallstar at a Glance

Privately held and rapidly growing

Customized solutions

Select market focus

Technology and R&D expertise

Global reach and footprint

# WE'RE ALL ABOUT BONDS: CHEMICAL & CUSTOMER

We engage with our customers to understand their unique functionality needs and the ultimate goals for their products. After all, it's only through such an understanding that we can provide the right solution to their chemistry and business challenges.

When working with Hallstar, our customers can expect:

### **Integrated Technical Support**

We emphasize strong communication between technical support and sales to provide the guidance our customers need as early in their development processes as possible.

### **Needs-focused**

Consistently meeting customers' needs regardless of job function, position or location are objectives we take very seriously.

### **Responsiveness**

We work to answer questions regarding products and services promptly and accurately and take responsibility for each order by proactively informing customers about their status.

### **Agile**

Our size enables us to be nimble in our work and to make greater time investments in our relationships.



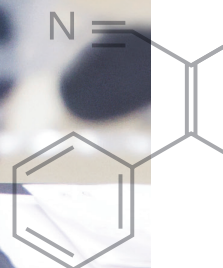




## Core Technical Competencies:

- Photostability science
- Functional naturals
- Natural olive chemistry
- Liquid crystal emulsifiers
- Renewable plasticizers/esters
- Permanent plasticizers
- Phthalate replacements
- Custom ester design
- Regulatory understanding and capabilities

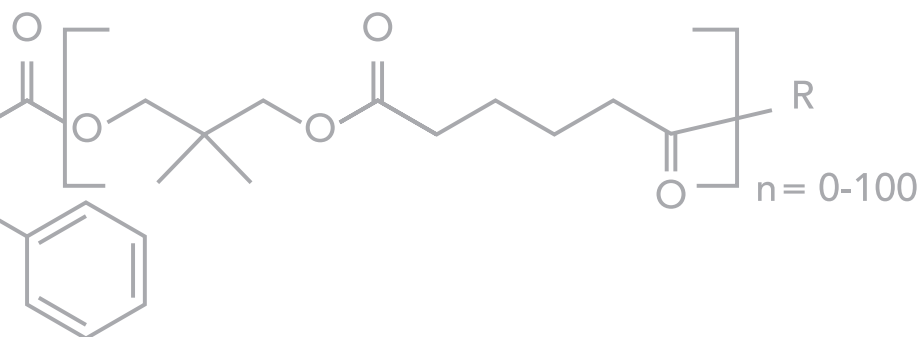
# THE ESTER EXPERTS



Hallstar offers decades of esterification experience to both industrial and beauty and personal care applications. We continually expand our knowledge as we invent unique esters and formulations.

Our extensive experience with technical and regulatory compliance across the industrial and beauty and personal care markets reduces the complexity inherent in product development. As a result, our customers can focus more on developing what's next—not on proving compliance.

If you need help with what's next, we can supply that too. Hallstar proactively undertakes research into next generation solutions that fit the needs of tomorrow. In a number of areas, such as photostability science, we have pioneered new chemistry—and we have the patents to prove it.



## BEAUTY & PERSONAL CARE SOLUTIONS

- Sun Care
- Skin Care
- Hair Care
- Toiletries
- Cosmetics



## INDUSTRIAL SOLUTIONS

- Elastomer modifiers
- Thermoplastic modifiers
- Adhesive and sealant modifiers
- Coating modifiers
- Lubricant modifiers
- Chemical intermediates



## OTHER MARKET SOLUTIONS

- Custom solutions
- Diverse markets

#### Teamwork that Delivers Solutions

Helping our customers realize their vision for product innovation goes beyond our unique compounds. Quality control from our plants to our customers' docks, total cost, product interactions, logistics and product lifecycle all figure in the solutions we engineer.

#### Making Development a Reality

We pride ourselves on helping customers develop their next generation products quickly, dependably, on time and on budget. This involves applying our technology in customized ways so customers can achieve exceptional and profitable end-product results.

#### Follow Through

Delivery means quality and performance all the way through an engagement—from product manufacturing, technical support, and on-time delivery logistics to accurate and appropriate documentation on products.

#### Open to Challenges

We are known as "the chemist's chemists," due to our willingness to take on the toughest challenges—challenges many of our competitors can't or won't undertake.



# OUR SOLUTIONS GO BEYOND CHEMISTRY

Hallstar routinely addresses customer business needs beyond product formulation, such as developing unique logistics solutions for storage, sourcing and transport.





## One Company, One Team

Every Hallstar employee knows how their work contributes to the company's goals. This helps create a culture of accountability.

If you have not worked with us, it might surprise you to learn that we partner with some of the biggest brands in the world. They rely on us to help them improve their products' performance and, ultimately, their business results. You have read some of the reasons why in these pages, but there is one more reason just as important as any we have touched on—our culture.

As we have grown over the years into the global specialty chemical provider we are today, we have steadfastly remained one company, one team. This is not by accident. We are committed to fostering a teamwork culture where every person is a valued member, treated with respect, encouraged to contribute and recognized and rewarded for his/her efforts.

Guided by this belief, each Hallstar employee contributes to our collective creativity. This enables us to consistently deliver on our "work wonders" promise, enhancing business and life with each new challenge met.

