



[WWW.ROYALCHEMICAL.COM](http://WWW.ROYALCHEMICAL.COM)

Founded in 1938, *Royal Chemical* is a privately owned company specializing in custom chemical blending, toll blending, and contract manufacturing. Headquartered in Twinsburg, Ohio, we specialize in contract manufacturing and toll blending, and offer extensive liquid and dry manufacturing capabilities throughout our five locations (CA, TX, TN, OH and PA). Across a wide range of industries, we blend, package and deliver your solution.

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## Meet Dave and Izolda



**Dave DeBord**

Royal Chemical has announced the hiring of David DeBord as its Vice President of Development and Strategy.

DeBord comes to Royal Chemical with more than 25 years of experience in the Chemical industry.

## Dear Bonnie,

We are excited to bring you our first edition of our new quarterly eNew sletter. Royal Chemical is constantly moving forward and we want to keep you apprised of the latest industry trends and company news. Royal Chemical is always looking on new ways to solve our customers problems and give them the edge with their customers. If you have an idea for our next new sletter, or if you know of someone you want to add to our distribution list, email [jennifer.malensky@royalchemical.com](mailto:jennifer.malensky@royalchemical.com).

## Royal Chemical Launches New Website



Royal Chemical has launched a new website and changed its company logo. The online resource, [www.RoyalChemical.com](http://www.RoyalChemical.com), was designed to provide information about Royal Chemicals' products and services.

The new website is separated into sections for Services, Industries Served, Frequently Asked Questions and Locations. It is easy to navigate and features an interactive map with Royal Chemical's five strategic locations around the nation.

Along with the new website, Royal Chemical redesigned its logo, using a simple, modern approach, with shades of royal and navy blue.



**Izolda Fetko**

Royal Chemical is proud to announce the hiring of Izolda Fetko as its new est sales operation problem solving supervisor.

Fetko, originally from Serbia, comes to Royal Chemical with a master's degree in industrial engineering management and a masters of arts in security policy studies from Notre Dame College.

## Royal Chemical Joins SOCMA

# SOCMA

Royal Chemical recently became a member of the Society of Chemical Manufacturers and Affiliates, Inc (SOCMA). SOCMA is the only U.S. based trade association solely dedicated to the batch, custom and specialty chemical industry.

SOCMA establishes industry leadership and will provide networking opportunities for Royal Chemical through an expanded market of chemical manufacturers and affiliates. SOCMA also updates chemical companies on the latest federal laws and regulations facing the industry.

"This is a big step forward for our company," said CEO Dan Zelman. "Joining SOCMA opens the door to new opportunities nationwide for our business. We will be part of a major network of chemical companies that will expand our horizons on a large scale thanks to its programs that maximize networking and commercial opportunities."

## Using Strategic Marketing Concepts to Grow Our Business



At Royal Chemical, we are constantly trying to give our clients the edge with their customers. But how do we get the edge with our market?

Royal Chemical has been using enhanced marketing tactics to corner new business and continually drum up leads to keep our business strong.

Our new website is a cornerstone of our new marketing campaign, showing our clients, present and future, that we're able to adapt to the changing economy and technology. Royal Chemical is ready to take the next step in the future of chemical blending, packaging and solutions.

We have been targeting the key industries we serve in an effort to push our business, and theirs, ahead of the game. Our Industrial and Institutional Cleaning campaign was a major success, generating leads and business opportunities.

**Jennifer Malensky**  
Customer Service Manager  
Royal Chemical

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