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Royal Chemical Has New Look, Launches New Website

TWINSBURG, OH – (Feb. 4, 2014) – Royal Chemical has launched a new website and changed its company logo. The online resource, www.RoyalChemical.com, was designed to provide information about Royal Chemicals' products and services.

Founded in 1938, Royal Chemical is a privately owned company specializing in custom chemical blending, toll blending and chemical manufacturing. Headquartered in Twinsburg, Ohio, it offers extensive liquid and dry manufacturing capabilities.

"The launch of the new website is an exciting step for us," said CEO Dan Zelman. "We pride ourselves on providing our customers with the highest quality services. Our new website showcases our commitment to our customers."

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.

"As we continue to grow and expand, it is crucial that our online presence match the real expertise we provide," said Brian McCue, chief operating officer. "Many customers already know us, but for those who don't -- we have to put our best foot forward."

To learn more about Royal Chemical, visit www.RoyalChemical.com.

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About Royal Chemical:

Royal Chemical privately owned company specializing in custom chemical blending, toll blending, and chemical manufacturing. The company was founded in 1938 and is headquartered in Twinsburg, Ohio. Find out more by visiting www.royalchemical.com or by calling 1-844-GO2ROYAL.