

Velsicol changes name, ownership

By Craig O'Donnell
codonnell@chespub.com

Kent
News
11/20

CHESTERTOWN — A new sign at the former Velsicol Chemical Corporation factory in Worton identifies the plasticizer manufacturer as Genovique Specialties Corp.

The name change was

announced in a press release Oct. 1, which described the change as a "re-branding ... the final stage of the culture shift that started three years ago when Velsicol was acquired by Arsenal Capital Partners."

Velsicol bought the Chestertown plant in late 1994 from Hüls America Inc.

Genovique's CEO, Ross McMillan, said the focus is on "environmentally friendly alternatives to traditional chemistries."

During the three years, according to the press release, the company closed a manufacturing plant in Chattanooga, Tenn., and began a joint venture in Wuhan, China. The company also manufactures products in Estonia.

Along with personnel changes, the company has focused on specific global market sectors; launched eight new products; and applied for 11 patents.

Corporate headquarters is in Rosemont, Ill. The new Web site is www.genovique.com.

Major product lines, according to the Web site, are Genovique benzoic acid; Benzoflex benzoate ester plasticizers; Velate coalescent agents; Genovique monomeric plasticizers; Admex polymer plasticizers; and Probenz sodium benzoate.