

WHERE TO BUY DIRECTORY CHEMICALS, PLANT & SERVICES

SOURCING SINCE 1971

Media Information & Client Services

Reach a massive 100,000+ Global Buyer Audience via 3 channels with 1 single entry price per annum



PRINT EDITION

Advertising
A-Z suppliers



DIGITAL EDITION

Electronic delivery to buyers
in-boxes



ONLINE SEARCH

Thousands of products
Keyword search
CAS search

SOURCE
THOUSANDS
OF PRODUCTS,
SERVICES, CAS,
PLANT & SUPPLIERS

www.w2bchemicals.com



DIRECT MARKETING

Appointments Database
Lead gen List rental



EMAIL BROADCASTING

Multiple branding
Solus branding



CUSTOMER SATISFACTION

Performance scoring
Benchmarking and feedback



AUDIENCE

For more than 40 years, manufacturers of basic, industrial, agro, special, pharmaceutical and domestic chemicals, together with users from industrial and academic establishments have been turning our pages to know "Where To Buy" Chemicals, Plant and Services.

The Where To Buy Chemicals Directory produces the only definitive guide to CHEMICALS PLANT & SERVICES

Today, the directory reaches a truly world-wide audience and guarantees an increased distribution amongst chemical buyers from a wide range of industries including many of the following:

- Adhesives
- Agrochemicals
- Animal feeds
- Bio-engineering
- Building materials
- Ceramics
- Chemical Intermediates
- General Chemical Manufacturers
- Contract and Toll Manufacturers
- Cosmetics & Toiletries
- Custom Synthesis
- Coatings, Dyestuffs & Paints
- Engineering
- Food Processing
- Horticulture
- Industrial Finishing
- Industrial Cleaning and Detergents
- Lubricants and oils
- Oilfield
- Mining
- Paper and Pulp
- Pharmaceuticals
- Plastics and Rubbers
- Printing Inks
- Textiles
- Veterinary
- Water Treatments

Where To Buy Chemicals, Plant & Services offers a unique advertising opportunity for manufacturers and suppliers of chemicals and related services across all 3 elements of our distribution reach below.

Online Search Engine - www.w2bchemicals.com

Thousands of product searches generated from buyers.

Search by company, product, person, keyword or CAS number searches.

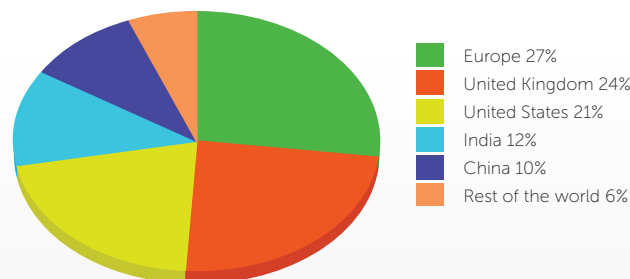
- **0.5 million page views from 20,000+ buyer site visits pa.**

Where to Buy Chemicals Readership

The directory is circulated in print and digitally to over **100,00+ buyers** responsible for purchasing chemicals, plant & services from various industries.

- **Print copies are distributed to thousands of buyers at various leading international events including the HPCI shows in India, Poland and Turkey; CPhI worldwide and Chemspec events. Copy sales & promotion copies add to the reach. Other selected trade events make up distribution e.g. BACS events.**
- **Digital edition distributed to various global databases and our own worldwide database achieving a total reach of 100,000+ readers, visitors and buyers.**

Where to Buy Chemicals distribution by country*



*Distribution by country is based on the sample distribution of 7,121 and user profile.

For further information contact our sales team Tel:+44 (0)208 255 2121 Email: sales@w2bchemicals.com

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www.w2bchemicals.com

w2bchemicals

CONNECTING BUYERS TO SUPPLIERS SINCE 1971

How we work

One single price – appear in 3 unique search platforms.

International audience – buyers use Where to Buy from the UK, Europe and all over the world to source reliable and reputable products, ingredients and services. Online users can choose to view their content from a selection of over 100 language options.

Year round exposure – 12 months annual duration.

Affordable branding – be found instantly, add company profiles, live video content, print advertising and online banner advertising direct to buyers in your market.

Features news release service – free access to year-round online press release service whenever you need it.

Social media twitter feed – free access year-round.

Supplier ads married to exact searches – we can match and set your ad to uniquely appear alongside specific product and services searches online.

Tracking and reporting

We achieve great results!

Intelligence tracing on each customer's search viewings allow us to notify suppliers who is looking at who, covering thousands of database listings, profiles and feature content held in the Where to Buy online platform.

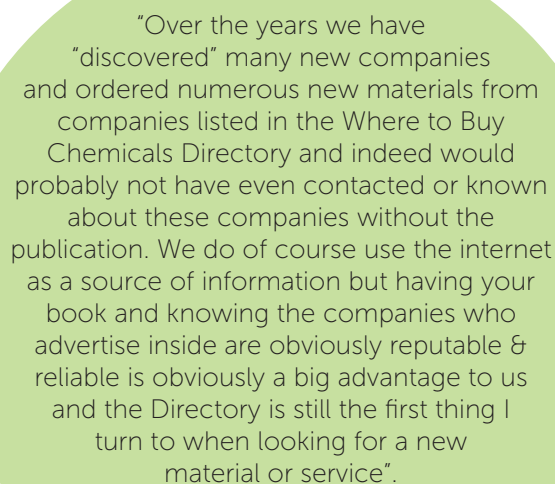
Supply request forms submitted directly in to us are instantly re-distributed to the relevant suppliers matching the user's supply requirement needs, by listing type.

Database fully CAS coded – search by full or part CAS.

Advanced filter search - instant real time search function pulls millions of queries matching misspellings, keywords, people, CAS, products, services & suppliers both in full or 'in part' query.

Our own market data information identifies companies and individuals who buy chemicals.

Covering **all** your markets **all** the time in **all** formats over 40 years of sourcing



"Over the years we have "discovered" many new companies and ordered numerous new materials from companies listed in the Where to Buy Chemicals Directory and indeed would probably not have even contacted or known about these companies without the publication. We do of course use the internet as a source of information but having your book and knowing the companies who advertise inside are obviously reputable & reliable is obviously a big advantage to us and the Directory is still the first thing I turn to when looking for a new material or service".

**Ali Fantham, Owner
Berkhamsted Toiletries**



"Safic Alcan have been using the Where to Buy Directory for many years for both promoting chemical products to our marketplace and also to publicise news about our organisation both in print and online - a simple to use and effective format".

**Barry McDonnell, MD
Safic Alcan UK**



CLIENT SERVICES



Print edition – hard copy annual reference index published every June. Launched as a periodical in 1971 and became an annual search reference directory in 1990 hosting supplier information.

Online search – a free to access and easy to use, multi language industry search index found at www.w2bchemicals.com containing thousands of chemicals / products / CAS / suppliers and services, our customers can request to upload their own database of products into our search or just a selection if they wish. Customers choose to add additional online products to their printed entries meaning they are found in many more searches.

Specialist sourcing – for rare, hard to find products and ingredients the Where to Buy Chemicals sourcing teams can locate the hardest and rarest of supply requests saving you time and money, expert logistics advice and cost savings on materials.

Customer satisfaction research – think you know your customers well...? But what do they think of you and how do they rate you? We can gain the truth with bespoke feedback.

Telemarketing – fast, immediate communication with results delivered under your own identity.

Sales lead generation – delivers what it says, the chemicals market is our market!

Email marketing – HTML direct to over 7000+ industry in-boxes.

Database builds – ‘no database...’ then brief us and we will build you a tailored prospect database list to your specification of captured fields including live contacts found and validated that you own.

Marketing services – Direct mail, advertising, leaflets, brochures - we can fulfil and despatch.

Video production – high quality, industry experience with price savings inc leading 4K production quality.

Creative services – use our design services for your creative needs including traditional print & online advertising artwork - all at low rates.

Branded article reprints – A reprint of your own editorial article including personalisation.



“Very impressed... we know that our participation with the Where to Buy Directory has directly resulted in orders for us ! We also make use throughout the year of the free online features PR service by issuing regular company news content onto the live search platform to communicate our news directly to buyers in our marketplace. As access to this service is included and available to all listing customers it’s a win-win for us, simple to use with fast turnaround from the moment we email in. Traffic reports of user views reassure us our content is seen”.

**Natalia McDonagh, Head of Marketing
Brenntag UK and Ireland**

“Low risk marketing with results... OQEMA LIMITED have been listing our products with the Where to Buy Chemicals Directory for more than 20 years including when our company traded as Lansdowne Chemicals. Being associated with W2B means that we receive a good level of branding at a variety of key industry events where the annual print directory is distributed to buyers. The supply request enquiries we receive have resulted in real quotations and business gains via print and the new W2B online search. Easy to use and flexible if you need to make changes during the year to your product entries”.

**Steven Schellhorn, Performance
& Speciality Chemicals
OQEMA LIMITED**



Benchmarking Customer Rating Customer Feedback Performance Measurement Customer Satisfaction Scoring ISO Quality Assurance Client Feedback

Call it whatever you will BUT are you really receiving the **truth**, the **whole truth** and **nothing but the truth** - directly back from your own customer feedback research...?

It's that awkward moment - you think you are providing excellent products, service, price, delivery... but it's still a hunch... You need to invite your customer base to share their views and tell you how well you are performing (or not...).

Awkward for the staff member who is trying to broach the question. Awkward for the customer

attempting to answer directly back to you within the existing relationship you have built. The outcome: invariably skewed feedback or an inaccurate measure of the expectation and the 'real performance' actually delivered.

The chances are you may be struggling to implement a workable system directly with customers to capture impartial feedback and accurate measurement scoring.....**we can help!** In fact we will research your lapsed customers as well – they may just be waiting for the right reason to get back in touch!

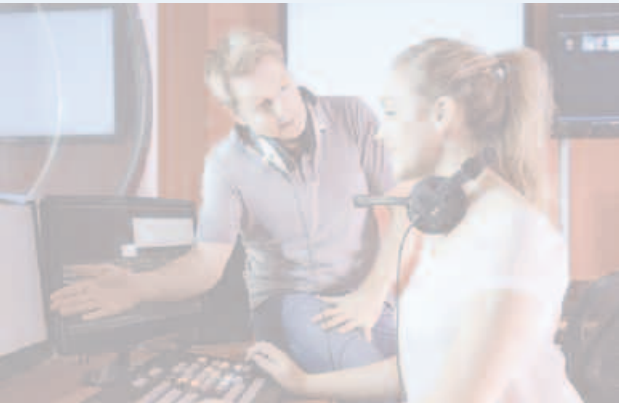
THIRD PARTY CUSTOMER SATISFACTION SCORING AND MEASUREMENT IMPLEMENTATION AT ITS BEST



Corporate Video Production For the Chemicals Sector

In partnership with **DesignCounsell** and

CREATIVEPULSE



Experienced Team

From Brief to Completion

High Quality Editing Suites

Footage from 1min upwards

Chemical Industry Knowledge

HD for Digital, Social & Broadcast

View showreel contact
sales@w2bchemicals.com



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Amounts invoiced in GBP / USD / EUR currencies at equivalent rates. Ex VAT

All entries appear in print, digital and the online search engine for 12 months

ADVERTISING RATES

Company Listings

Choose from over 6,000+ chemical categories, names and services or create new

One Standard Entry

GBP £38.00 / USD 60.00 / EUR 50.00

One Standard Entry with colour logo

GBP £68.00 / USD 110.00 / EUR 90.00

Introductory listing packages

- 20 listings with colour logo £895 – **Saving £465**
- 30 listings with colour logo £995 – **Saving £1,045**
- 50 listings with colour logo £1,600 – **Saving £1,800**
- Unlimited listings £3,150 – (Terms, excl logo)

Display Advertising

- Full Page £1,995
- Half Page £1,295
- Quarter Page £795

Banner advertising on w2bchemicals.com 468x60

- 1 month £450
- 3 months £420 pcm
- 6 months £390 pcm
- 9 months £360 pcm
- 12 months £330 pcm

Custom & Bespoke

- Online Expanded Company Profile (text & images) £260
- Online Expanded Company Profile (text & images plus video & document files) £460
- Customer Satisfaction Research EPOA
- Client branded E-broadcasting £795
- Supplier ads married to product search EPOA

Special Packages

All orders over £1,000 receive a complimentary full colour advertisement

Print Advertorials

'Spotlight advertorial' feature in print & digital editions highlighting your company's growth & history within a beautiful feature article inclusive of editing, design and proofing **£3500**

Supplement Reprints

Capture just your own company feature reprint, your unique branding and article within a personalised cover wrap printed and delivered for your personal use. Includes design / proofing.



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Entry Form (JUN-JUN)

General and Fine Chemicals, Plant & Services

All entries
appear in print,
digital and the
online search
engine for
12 months

Please reserve the following in the next **Where To Buy Chemicals, Plant & Services**

AMOUNTS INVOICED IN GBP / USD / EUR EQUIVALENT RATES

- I require _____ Standard entries @ £38 per entry giving a total cost of £_____ + VAT
- I require _____ Standard entries with logo @ £68 per entry giving a total cost of £_____ + VAT
- I require _____ Online company profile 12 mths @ £260 (£460 inc video) £_____ + VAT
- I require _____ New Category Name - @ £150 per name £_____ + VAT
New name(s) _____
- I require _____ Copies of the directory - @ £115 per copy UK or £130 overseas £_____ (No Vat)
Special Offer – Order 10 copies @ only £65 each!
- I require _____ Advertisement(s) Quarter Page Half Page Full Page £_____ + VAT
- I require _____ Immediate online activation £_____ + VAT
- Repeat our company categories as per last year's directory
- Repeat our company logo as per last year's directory
- Repeat our company address details as per last year's directory

If your listings weren't included in last year's edition, please state which past edition we should repeat it from here _____

** Any amendments &/or new company logos, advertisements please email to sales@w2bchemicals.com

PLEASE NOTE : THE ORDER FORM IS NOT VALID UNLESS THE FOLLOWING SECTION IS COMPLETED

Name of Company: _____

Address: _____

Telephone No: _____

Fax No: _____

Email: _____

Web: _____

EC Companies VAT/TVA No: _____

Name (Capitals please): _____

Position: _____

I enclose a cheque made payable to **Klein Publishing Ltd** for the total sum of £_____ inc.VAT

or please send me an invoice PO No _____

Signed: _____ Date: _____

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