



### **Iofina Chemical Appoints Viachem as Exclusive Chloramine-T Marketer**

*Viachem Will Sell Iofina Chemical's Chloramine-T for biocidal uses in the Aquaculture Industry and for Hydrotherapeutic Applications*

PLANO, Texas, August 15, 2011 – Iofina Chemical of Covington, Ky., a technology leader in iodine-based derivatives manufacturing antiseptic and antimicrobial products, has appointed Viachem, Ltd. (“Viachem”) to exclusively represent its Chloramine-T in a sales and marketing capacity throughout North America. The major markets for Chloramine-T are the aquaculture industry and hydrotherapeutic markets. Iofina Chemical is the only U.S. manufacturer of Chloramine-T.

Chloramine-T which is used outside the United States as a disinfectant, can be used for many different applications such as an algaecide, bactericide, germicide, parasite control, and for water disinfection. It is highly effective against all bacteria, viruses and spores.

In aquaculture and aquafarming industries, Chloramine-T is used to treat external bacterial infections in salmonid fish such as koi, salmon, trout, and whitefish. In the personal care industry, Chloramine-T is used in hydrotherapy treatments to revitalize, maintain, and restore health. Hydrotherapeutic applications include whirlpools, saunas, steam baths, foot baths and sitz baths.

Iofina Chemical Vice President of Sales and Business Development, Kurt Jones, said: “Our decision to partner with Viachem is predicated by their unique approach to marketing specialty chemicals, beginning with their thorough and customized market analysis. After they have identified and qualified additional potential customers for Chloramine-T, their team of technical sales professionals will initiate personal contact,” he added. “We’re counting on Viachem’s innovation and real-time sales efforts to significantly grow our market share in North America,” Jones said.

Last year Viachem’s producer-centric, partnership-oriented business model was runner-up in the ICIS “Best Business Innovation” category. ICIS, the world’s largest information provider for the global chemical and energy industries, cited Viachem for its unique business model that allows producers to grow their sales-to-market channels and provide end-use customers with the personal and technical attention they need.

“Iofina Chemical and Chloramine-T will be a key partner for us,” said Kyle Einhorn, vice president of business development for Viachem. “They enjoy a sterling reputation for producing exceptional, high-quality products domestically, and we look forward to a long and profitable relationship.”

(more)

For more information about Iofina Chemical's Chloramine-T biocidal product, or to request samples or formulation assistance, visit [www.viacheminc.com](http://www.viacheminc.com) or telephone 866-410-2436.

#### **About Iofina Chemical**

Iofina Chemical, Inc., based in Covington, KY., is a division of Iofina plc. Iofina Chemical manufactures chlorine, fluorine and iodine-based products for use in odor control, pharmaceutical and electronics manufacturing, food and beverage sanitization, dairy cow hygiene, and specialty chemical manufacturing. Iofina Chemical is a technology leader in iodine-based derivatives manufacturing antiseptic and antimicrobial products.

Iofina Chemical is a member of SOCMA and is ChemStewards Certified. The company is an EPA registered facility manufacturing biocides for various applications and maintains two production sites in the United States. For further information, visit <http://www.iofina.com/iofina-chemical>.

Iofina Chemical is part of Iofina plc which trades on the London Stock Exchange's AIM Market under the ticker: IOF [www.iofina.com](http://www.iofina.com)

#### **About Viachem**

Viachem Ltd. serves a growing portfolio of chemical producers by offering exclusive sales and marketing representation for fine ingredients and specialty chemicals to customers throughout North America. Viachem specializes in the food and beverage, personal care, paints and coatings, industrial and household cleaners, specialty waxes, pharmaceutical, nutraceutical and cosmeceutical industries. Founded in 2006, the company is headquartered in the Dallas suburb of Plano, Texas, and maintains warehouses throughout the United States.

For more information, visit Viachem's website at [www.viacheminc.com](http://www.viacheminc.com).

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