

Formula website launch

Dear Contact,

We are pleased to announce the launch of Formula's new internet site!

Available in French, English, Spanish & German, the site features a new layout, new content & functions, and we hope you will find easy it to use, useful & informative!

Formula's product offering now includes a full range of chamottes and refractory investments for Crystal manufacturing and Metal Casting industries, under the "Metal Casting" Market section of the site, or via the "Products" menu.

What else is NEW?

- Country & Language validation on home page (zoomed map to select)



By validating your choice of country & language, (e.g. China, English) you will access

ONLY product information & sales contacts which relate to the chosen region

Country & language may be modified at any time via top right "Country / Language" menu option

- Quick access to Markets, Products, Documentation, Contacts :



| | |
|-----------------------|--|
| Markets: | Detailed information on applications and how Formula products are used. |
| Products: | Technical data, list of possible applications, logistic and sales contacts by product. |
| Documentation: | Material Safety Data Sheets, Technical Data Sheets, detailed information on manufacturing processes for main applications. |
| Contacts: | Sales contacts, Customer Service Team, e-mail contact form. |

Corporate content is completely separate and available via a dedicated menu on the left of the page.

- More technical data for products & possibility to sort product lists by key properties (click on ↑ or ↓ to sort by strength, setting time or expansion) :



Products grouped by type (plaster, gypsum, chamotte, investment) for more clarity

Should you have any feedback or questions concerning the site, please feel free to contact your local sales or customer service team contact or send us an e-mail (address at foot of page). In the meantime, we hope you enjoy your visit to the new site!

Best Regards,

The Formula Marketing Team