

For Immediate Release

Contact: Bonnie Bastian
513.733.1800
bonnie@freemancommunications.biz

Daphne Wedig
513.415.9647
daphnewedig@siruschemistry.com

BIOFORMIX REBRANDS ITSELF AS SIRRUS

CINCINNATI (April 15, 2014) – To better reflect the company’s mission to advance manufacturing through innovations in chemistry – and provide partners with step-change improvement in process speeds and product performance - Bioformix has changed its name to SIRRUS. Specifically, SIRRUS is committed to creating monomers that can be formulated into resins, films, coatings, inks, sealants, adhesives and other products to make them more efficient, higher performing and sustainable.

“As we transition our long-term business model to commercializing breakthrough chemical platforms, based on 1,1-disubstituted alkene monomers, we wanted the Company’s name and brand to reflect our evolution,” said Jeff Uhrig, CEO of SIRRUS. “SIRRUS is a dynamic name that communicates the problem-solving we can bring to partners in the consumer products, automotive, electronics, millwork, packaging and healthcare industries, who desire innovation in their products, processes and business model.”

Further, the new SIRRUS brandmark is a graphic representation of the 1,1-disubstituted alkene molecule.

The company’s website has been updated along with its name. Information on the company, its leadership, products and technologies can now be found at www.siruschemistry.com. The enhanced site outlines the company’s value proposition and coincides with the launch of SIRRUS’ core products, Chemilian™ and Forza™.

SIRRUS will continue to produce and sell its award-winning Nexabond™ 2500 Advance Wood Glues line of products through distributors including Rockler and Woodcraft.

Bioformix Rebrands Itself as SIRRUS
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About SIRRUS

Founded in 2009 and formerly known as Bioformix, SIRRUS is commercializing high-performance, multi-functional monomers. SIRRUS' proprietary technology allows for energy use reduction and improved product and environmental performance in manufacturing, decorating and assembly. For more information, visit www.sirruschemistry.com.

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