

## NEWS ANNOUNCEMENT

### Silicones Reengineered: Industry Unveils New Website and Twitter Account

Brussels, 16<sup>th</sup> April 2014 - Silicones Europe on Wednesday launched a new website [www.silicones.eu](http://www.silicones.eu) and Twitter page [@SiliconesEU](https://twitter.com/SiliconesEU) to raise awareness about the role silicones play in everyday life and provide information from a health, environment and safety perspective.

"When people think about silicone, window sealants or baking mould often come to mind," said Pierre Germain, Secretary General of Silicones Europe, also known by its French initials CES. "But European silicone producers also help engineers, scientists, inventors and companies find thousands of other consumer and industrial applications. We've created a one-stop shop to better explain how that impacts people's quality of life."

#### What will you find on the site?

- The multi-level portal is ideal for visitors interested in [silicone's uses](#) and the [science](#) behind it.
- From silicones chemistry basics, to the physical properties and processes that permit silicones to be manufactured in over 2 000 different forms, explore one of the most versatile chemistries on the planet.
- Interested in the [sustainability](#) of silicones? Find out how the use of silicone products generates important energy savings and greenhouse-gas emission reductions.
- If we haven't answered your question, the [resources](#) area may help or you can always [contact](#) one of our experts.

Launching a Twitter feed will complement news and information that is already posted to CES' website.

"The launch of [@SiliconeEU](https://twitter.com/SiliconeEU) emphasises our commitment to a more connected CES" said Ralf Maecker, Chairman of the CES Communications Committee. "We are pleased that anyone can join in the conversation through the official launch of the association's Twitter page. This feature and our revamped website are important communication tools designed to improve our ongoing cooperation with retailers, consumers, regulators and scientists across Europe and beyond."

Peter Cartwright, of the [Global Silicones Council](#) (GSC) added "over 35 years of scientific research have been dedicated to assess the safety of silicones relative to workers, consumers, the environment and manufacturing processes. These new channels will help us provide the most up to date information, in a centralised fashion and in real-time."

Visit [www.silicones.eu](http://www.silicones.eu) and let us know what you think by tweeting [@SiliconesEU](https://twitter.com/SiliconesEU).

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**About CES – Silicones Europe:** We are a non-profit trade organisation representing all major producers of silicones in Europe. CES is a sector group of the European Chemical Industry Council (CEFIC), which is both the forum and voice of the European chemicals industry.

For more information about CEFIC, visit [www.cefic.org](http://www.cefic.org)

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