

## **Industrial Evolution Awarded Remote Inventory Monitoring Contract by Elementis**

*Aims to Achieve Significant Operational Improvements through Deployment of Web\*VMI*

**PHOENIX, ARIZONA, March 23, 2008** — Industrial Evolution today announced that it has been awarded a contract by Elementis to supply remote inventory monitoring services in support of its Vendor Managed Inventory (“VMI”) program with its bulk chemical suppliers.

VMI is a business model adopted by the world’s leading chemical companies whereby suppliers manage the inventory of product at their customers’ facilities. Plants in St. Louis, MO and Jersey City, NJ will be first to apply the services.

Industrial Evolution will supply and install level monitoring equipment together with Web\*VMI™, a service that provides web-based visibility and analytical tools that will enable just-in-time delivery of products by Elementis suppliers.

“One of the key suppliers to Elementis, Ashland Chemical, a long-time user of Web\*VMI for its customers and suppliers,” remarked Gene Sullivan, Director of Inventory Management at Industrial Evolution. “It is great to see the adoption of Web\*VMI spread throughout this supply chain. Elementis will benefit by having guaranteed availability of product, and Ashland will benefit by being able to optimize logistics and drive down delivery costs.”

“Elementis is a relatively new company formed in 1998 as a highly focused international specialty chemicals group,” added Simon Wright, CEO of Industrial Evolution. “Adoption of the VMI business model is key to supply chain efficiency in the highly competitive global chemicals markets. We are very pleased to have been chosen to supply our Web\*VMI services and look forward to growing our business together further.”

For more information contact your local Industrial Evolution representative.

### **About Industrial Evolution**

Industrial Evolution specializes in Data Services that capture, store, transform, exchange and present real-time process data. Large process companies are increasingly forming collaborative partnerships with their suppliers, customers and even competitors, focused on improvement in operating performance, reduction of inventory, increase in supply chain efficiency and optimization of logistics. Our service are tailored to the non-operating partner’s need for real-time data from an operation in which it has an economic interest

Industrial Evolution is headquartered in Phoenix, Arizona, and also has operations in Edmonton, Alberta Canada. Additional information is available on the Internet at [www.industrialevolution.com](http://www.industrialevolution.com) or call Simon Wright on +1 (602) 867-0416.

### **About Elementis**

Elementis is a specialty chemicals company comprising two separate businesses. The businesses - Specialties and Chromium - hold leading market positions in their chosen sectors. Elementis employs more than 1,200 people at over 25 sites in Europe, North America and China.

Elementis has a focused portfolio of global specialty chemicals businesses and strives to differentiate itself through product leadership, applications expertise and customer responsiveness.

Elementis is committed to creating value for shareholders while pro-actively seeking improvements in the environment and the occupational health and safety of its employees while being a responsible member of the community.

Elementis plc is listed on the London Stock Exchange and has its global headquarters in London, UK. Additional information can be found on the Internet at [www.Elementis.com](http://www.Elementis.com).