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Branding Campaign for Agrol[®] Polyols Receives Top Honors

SPRINGDALE, Arkansas (Oct. 26, 2010) – The Association of Marketing and Communications Professionals has awarded the new branding campaign for Agrol[®] polyols with a Platinum MarCom Award.

The international awards competition recognizes outstanding creative achievement by marketing and communications professionals. BioBased Technologies[®] received one of the 11 Platinum Awards that were presented in the Marketing, Promotion Campaign and Corporate Branding Category.

The branding campaign was launched in October at the Center for Polyurethanes International 2010 Conference and UTECH trade show. Campaign elements include marketing materials, a trade show booth, technical data sheets, video loop, media kit, sample cards and a giveaway celebrating the fifth anniversary of Agrol[®].

“We spent a lot of time researching the market, and we continually saw branding that was very technical, sterile and impersonal,” said Jennifer Wilson, brand manager for BioBased Technologies[®]. “We really worked to brand Agrol[®] with natural, organic and personal elements that differentiate us from the competition. We focused our key messages on quality, customer service and sustainability – all elements that we are known for in the marketplace.”

This year’s competition had almost 5,000 entries that were judged by members of the AMCP. Judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

Winners were selected in 200 categories that covered seven forms of media and communication efforts ranging from printed publications to electronic media to complete communications programs. Earning a Platinum Award, the organization’s top honor, means the Agrol[®] entry scored between 90 and 100 points.

For more information about Agrol[®] polyols, please visit www.agrolinside.com.

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BioBased Technologies[®] markets sustainable solutions for the manufacturing and construction industries. Brands offered by BioBased Technologies[®] include Agrol[®], soy-based polyols for manufacturing; and BioBased Insulation[®], spray polyurethane insulation and sealants for construction. Headquartered in Northwest, Ark., BioBased Technologies[®], LLC has been certified by the Women’s Business Enterprise National Council as a Women’s Business Enterprise.