

Essential to You

In September 2005, the American Chemistry Council (ACC), the trade association for the world's leading companies engaged in the business of chemistry, launched a major public education campaign to increase awareness of the chemistry industry's contributions to modern life, from innovations in everyday products to its contribution to the U.S. economy.

The educational campaign demonstrates how the American chemistry industry is essential to ("essential₂SM") safety, health, innovation, the economy, and the environment. The campaign encompasses advertising, public relations, a new website, and employee communications.

"The initiative makes use of 'essential₂' as an homage to the traditional display of a chemical compound formula one would see on the periodic table of elements in any science classroom," said Michael Campbell, Chairman, President and CEO of Arch Chemicals and Chairman of the Board of Directors of ACC in a press release issued by ACC. "The campaign is a constructive way for us to engage and have a dialogue with the very people who use, enjoy and benefit from our products."

This is an inspiring undertaking for America's chemical makers and for industries that use the products of chemistry," said ACC President and CEO Jack N. Gerard in the ACC press release. "essential₂' makes a powerful statement about how connected we all are and how central chemistry is to the health and growth of our nation. For example, the chemistry industry is America's leading exporter, accounting for 10 percent of all U.S. exports, and we generate more than half a trillion dollars for the U.S. economy each year."

A central feature of the campaign is a new website <www.americanchemistry.com> highlighting the industry's contributions to technological advances and economic performance. The site also demonstrates the economic contributions of the industry to each state, including employment, exports, and tax data.

 www.americanchemistry.com

Two New CAs Join IUPAC

Two industrial companies from the United Kingdom have joined IUPAC as Company Associates. AstraZeneca R&D Charnwood and Syngenta will now take part, with more than 100 companies from around the world, in the work of the Committee on Chemistry and Industry to influence the IUPAC agenda.

The United Kingdom is one of the major hubs of AstraZeneca—one of the world's leading pharmaceutical companies. The company's Charnwood site is focused on finding new medicines for respiratory diseases such as asthma, chronic bronchitis, and emphysema (diseases often associated with smoking and for which new medicines are desperately needed) as well as inflammatory diseases such as rheumatoid and osteoarthritis.

Syngenta's Jealott's Hill, established in 1927, is a center of excellence for discovery and bio-performance research and is a key site for environmental sci-

ences. It is the company's largest research site, employing over 800 scientists and support staff. Jealott's Hill houses the company's main collection of hundreds of thousands of chemical compounds. Over 200 000 chemicals are added to the collection from a variety of sources each year. It is also the Syngenta global center for environmental sciences and works closely with Syngenta CTL to ensure all products are tested for safety in the environment.

AstraZeneca R&D Charnwood

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 www.iupac.org/links/ca.html