

Koura

As you may know, Mexichem Fluor is part of a community of companies under the umbrella of a larger company called Mexichem. We are proud to announce the launch of new names and brands for Mexichem and the Mexichem Fluor business—brands that live up to the global nature of the companies, as well as their missions, purposes, and values.

The parent company of Mexichem is now Orbia.

"Orbia" is a combination of the Latin word for spherical globe (Orb) and Bia, the personification of force in Greek mythology. Put the two together, and you have a name that means "a force for the world."

In addition, Mexichem Fluor is now known as Koura.

Koura has its origins in the word 'courage', sometimes spelled 'kouraj.' We are excited to adopt a new name that reflects our identity as a company that takes a courageous approach to the safety and health of our people and the environments and communities where we operate, to innovation and to advancing life around the world.

So, what does these new brand names mean for you as a Mexichem Fluor customer? Mexichem Fluor is adopting the new brand name Koura. No contracts, purchase agreements or existing arrangements need to be amended because the legal entity names will remain the same. We simply wanted to make you aware of the new brands because you will start to see the Orbia and Koura logos on communications, products, and signage.

Moving forward a change control has been put in place to communicate this name change from Mexichem to Koura.

We have only changed the brand name of our company to Koura. We have not changed our legal entity; we are still Mexichem UK Ltd, so all agreements, contracts etc stay in place and you will still receive invoices from Mexichem UK Ltd. There is no need for you to change anything within your business. We wanted you to be aware of this brand name change as you will start to see the Koura brand logo appear on some of our stationery as we move forward.

All quality/technical agreements, specifications and ISO certifications will remain unaffected by this change.


What will change as of the 01 December 2019 is that:

- rebranding of the Certificate of Analysis will occur, and example copies can be provided on request. A reference to our legal entity (Mexichem UK Limited) remains in the footer of the certificate of analysis.
- The Website address will change to www.kouraglobal.com
- Our e-mail accounts will change to the following format e.g.: - from helen.harris@mexichem.com to helen.harris@kouraglobal.com
- The Mexichem logo on packages (cylinder, drums and ISO tanks) will change to Koura over a two and a half year programme of work to rebrand the fleet.

It must be noted that while the Mexichem branding will be phased out and the new Koura brand will be rolled out all addresses and contact details will remain the same.

If you have any questions at all, please don't hesitate to ask.

Sincerely

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Helen Harris
Medical Products Quality Assurance Team Leader
Koura Global
Email Helen.harris@kouraglobal.com