FRX Polymers® Launches New Brand: Nofia™

September 17, 2012 – (Chelmsford, MA) FRX Polymers® announced that the company has launched a new brand for its flame retardant polymer product line. The new brand, Nofia™, and its corresponding logo reflect the company’s commitment to developing highly innovative and unique flame retardant products for the industry.

FRX Polymers’ new brand is being launched to coincide with the ground breaking of its first commercial plant on September 20, 2012.

The name, Nofia™, embodies both the company’s New England roots, as well as its products’ superior flame retardancy.

FRX is the manufacturer of a new, environmentally friendly family of inherently flame retardant plastics and additives. Nofia™ products are tough, transparent, possess high melt flow, and are being sold in consumer electronics, construction, and transportation markets as polymeric flame retardant additives, flame retardant engineering plastics, and as reactive flame retardant additives for thermosetting resins.

“We are very excited about our new brand name,” said Marc Lebel, President and CEO of FRX Polymers. “Nofia™ is being launched on the eve of significant growth for our company. On September 20th of this year, we will break ground on the construction of our first commercial plant and thought it appropriate to announce our trade name, which will serve as the flag ship for our rapidly expanding product line.”

About FRX Polymers

FRX Polymers, Inc. was founded in 2007 following over five years of intensive research and development in the field of inherently flame retardant plastics. The company operates two pilot plants in Chelmsford, MA and a semi-works plant in Switzerland. FRX is in the growth phase of its evolution and is commercializing a novel family of non-halogen, transparent, high melt flowing, fire resistant plastics. FRX Polymers is headquartered in Chelmsford, MA. For more information about its products, visit their website at www.frxpolymers.com.

FRX Polymers is a registered trademark and Nofia is a trademark of FRX Polymers, Inc.