
**THE NORTH AMERICAN CHEMICAL
CONSUMPTION DATABASE ANALYSIS**

THE CHLORO-ALAKI (CA) SERIES, 2001

**CMR Inc. Prospectus For
A Detailed Consumption Analysis Database of:**

CAUSTIC SODA
With Emphasis on:
United States and Canada



Chemical Market Resources, Inc.

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CHEMICAL MARKET RESOURCES, INC.

CHEMICAL CONSUMPTION DATABASE ANALYSIS

THE CAUSTIC SODA SERIES

INTRODUCTION

Understanding and marketing to the North American chloro-alkali industry is a essential task. The community of caustic buyers in North America is characterized by diversity, change and aggressive competition. Caustic Soda is experiencing a fundamental restructuring as new sources of supply and directions emerge. These changes will undoubtedly affect the caustic suppliers, distributors, and end users. As also, it will affect the traditional exporters, importers, shippers and storage companies. CMR Inc. will develop a consumption database that will present suppliers with competitive edge in the today's caustic market place.

REPORT CONTENTS

A detailed overview of the caustic soda study and the proposed table of contents is presented with this prospectus. These and many other significant issues will be addressed in the ***Chemical Consumption Database Analysis, The Caustic Soda Series, 2001***. They mainly include caustic soda market information on:

- (1) *North American supply and demand,*
- (2) *North American current technologies and future shifts,*
- (3) *North American end use markets,*
- (4) *North American pricing and forecasted,*
- (5) *Consumption growth rates within the individual end use markets.*

In addition to the classical market information, Chemical Market Resources, Inc. will gather and analyze the industry information to develop:

- (1) *U.S theoretical caustic consumption analysis,*
- (2) *North American consumption profiles of caustic soda buyers,*
- (3) *North American consumption profiles of caustic Soda end users,*
- (4) *North American consumption profiles for internal usage of caustic soda suppliers,*
- (5) *North American consumption profiles of major distributors that are currently buying caustic soda.*

For each profile of caustic soda suppliers/buyers/end users/distributors, we will provide following:

Detailed Information containing end use

Detailed company information, including:

- *Company name*
- *Location information*
- *Contact names*
- *Title and phone number*

Caustic soda volumes purchased by following grades:

- *High Purity caustic*
- *Commercial*
- *Beads*
- *Flakes*

Suppliers Breakdown, Method of delivery and Shipping Form

2001&2002 caustic volumes and 5 year AAGR forecast within individual end use



Theoretical volumes based on end use product's typical caustic requirements

Suppliers/End users/Distributors comments

METHODOLOGY

Methodology and key effectiveness are the keys to successful implementation of the database. The information, data, and conclusions presented in the Chemical Market Resources, Inc. Chloro-Alkali Series, Caustic Soda will be developed primarily from sources in United States and Canada. The analysis will be based upon, but not limited to, the following methods:

Information from private experts and CMR Inc. proprietary and/or multient projects (over 100 studies related to these topics have been completed in the last five years) supplemented by an extensive search, review and interpretation of published information from all sources
Interviews with leading producers, suppliers, distributors and the major end users - both current and potential

As mentioned, the heart of the report will be based upon in-depth interviews with the key people at the contacted companies. The key caustic soda companies to be interviewed include:

North American suppliers
North American distributors

North American consumers
Government trade agencies

Exhibit 1 summarizes the methodology that will be implemented to create this study.



TIMING

Caustic soda reports published in August 2002. We expect to update this series every other year or when major events occur.

PROJECT MANAGEMENT

The research required and the report production will be conducted by Chemical Market Resources, Inc. team members and will reflect our dedication to quality and thoroughness. This study will be managed and executed by Ms. Ivana Moore, Dr. Balaji Singh and Dr. Praveen Vadlani. Our other professional support staff and trained interviewers will contribute heavily to this study, and they are Priti Savla and Irma Tan. Our professional interviewers have maintained a 95% response rate while obtaining accurate information from participants in the chemical and plastics industry. Brief experience summaries of the leading team members follow:

Dr. BALAJI B. SINGH, President of Chemical Market Resources, Inc., obtained his Ph.D in Chemical Engineering from Texas A&M University and an M.B.A. in Marketing Research and Strategic Planning from the Ohio State University. He has 15 years of experience in the oil/chemical industry in process research, process economics and marketing research. His key area of expertise is in opportunity evaluation and competitive assessment for technology value-added, specialty products in petrochemicals and functional chemicals. Balaji successfully completed over 300 proprietary studies in various end use industry sectors for clients worldwide.

DR. PRAVEEN VADLANI obtained his PhD and Master's degree in Biochemical Engineering & Biotechnology Indian Institute of technology, Delhi. He has over 10 years of experience in research and bioprocess development both in industry and academia, and has worked in several countries. His current interest is in technology evaluation, business development and market analysis of new products. He is actively involved in various proprietary and multiclient studies pertaining to chemical industry.

MS. IVANA MOORE obtained her B.S. degree in Chemical Engineering from University of Houston. Ivana has several years of experience in product and process development. She has been actively involved in analyzing the worldwide downstream chemical markets.

MS. PRITI SAVLA obtained her Master's degree in Chemical Engineering from the Texas A&M University. She has completed several technology evaluation and marketing research projects related to high EVA copolymers, tie layer resins, acid copolymers, other ethylene copolymers, polyethylene wax, polyolefins, lubricants and SB copolymers.

MS. IRMA TAN obtained her B.S. degree in Chemical Engineering from Northwestern University. Irma has several years of market research experience with particular emphasis on China and other Southeast Asian countries.



ABOUT OUR COMPANY...

CHEMICAL MARKET RESOURCES, Inc. was founded in 1990 to focus in the areas of marketing research and strategic planning. Our global clientele is concentrated within the chemical, petrochemical, plastics and related industries.

Prior to joining CMR, Inc. our associates held responsible positions in chemical and allied industries. Our team of professionals has strong technical backgrounds combined with hands-on business experience. Compilation of data, strategic analyses, writing and editing are entirely conducted in our state of the art facilities in-house, to assure quality control at each stage of development. Our strength is in providing our clients close interaction to maximize effectiveness. We provide in-depth analyses with actionable statements in a cost-effective and timely fashion.

Our Currently Consumption Database Analysis studies available:

1. Ethylene Glycol and the higher Glycols, North American Consumption Database Analysis, completed 1994
2. Polyethylene Glycols and the Higher glycols, North American Consumption Database Analysis, completed 1995
3. Phenol, North American Consumption Database Analysis, completed 1995
4. Acetone, North American Consumption Database Analysis, completed 1995
5. Aliphatic and Aromatic Isocyanates, North American Consumption Database Analysis, completed 1996

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OVERVIEW OF NORTH AMERICAN CONSUMPTION CAUSTIC SODA SERIES 2001-2006

**CHEMICAL MARKET RESOURCES, INC
MARKETS, TECHNOLOGIES & TRENDS**

BACKGROUND

The market supply for caustic soda is largely determined by the demand for its co-product, chlorine. In 2001, the strengthening of the chlorine market has resulted in higher operating rates, which has led to the oversupply of caustic. This in turn is also the result of low US demand, poor economic conditions and the net loss in trade. In 2001, the overall tracked market demand for caustic soda in U.S. was 7,650,592 dry short tons. The caustic market was broken primarily in three markets: (1) organics, (2) inorganics, and (3) direct applications. This study tracks the North American caustic demand and analyzes the major end use markets in the North America chloro-alkali industry and outlines future directions for chlorine/caustic North American markets.

BENCHMARK MARKET STUDY

To assist companies in developing an authoritative analysis of the current market status and monitoring developments in this changing industry, Chemical Market Resources, Inc., with our extensive experience in polyethylene, propylene, PVC, and engineering plastics, presents a comprehensive business/technical strategic analysis that reports in-depth on current and future status of polyolefins related activities.

MAJOR OBJECTIVES

Provide caustic soda suppliers with complete caustic analysis of North American region in 2001.

Provide caustic soda end-users with complete caustic analysis on North American region in 2001.

Provide an overview of organics and inorganics North American markets

Provide an overview of caustic in: pulp and paper, textiles, organics and inorganics

Provide future caustic and chlorine North American markets.

KEY ISSUES TO BE ADDRESSED

Current status of caustic in North America

Address the current and future impact of chlorine on caustic.

Present market development analysis on North American caustic markets, and how it impacts the global chloro-alkali industries.

SUBSCRIPTION & ORDERING INFORMATION

The study, Report 642 can be ordered by itself or as a part of the Chemical Market Resources, Inc Chemicals MT&T Series. Please use the order form enclosed as a part of the prospectus. For more information call (281) 557-3320 and/or Fax (281) 557-3310.



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EXECUTIVE SUMMARY REPORT

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Chapter 2: CAUSTIC SODA INDUSTRY OVERVIEW

Background
Technology
North American Supply and Demand

Inorganic End Use Markets

Sodium Hypochlorite	Zeolites
Calcium Hypochlorite	Titanium Dioxide
Sulfur Containing Compounds	Sodium Silicates
Sodium Cyanide	Sodium Aluminate
Hydrochloric Acid	Sodium Phosphates
Sodium Hydrosulfide	Sodium Chlorate
Hydrozine	Ammonium Nitrate
Phosphoric Acid	Others

Organic End Use Markets

Propylene Oxide	Vinylidene Chloride
Epichlorohydrin	Cellulose Esters
Ethylene and Propylene	Pentaerythritol
Ethyl Alcohol	Pesticides
Polycarbonate	Glycerine
Ethyleneamines	Resorcinol
Epoxy Resins	Salicylic Acids
Chloroprene	Others
Chelating Agents	

Direct Usage End Use Markets

Pulp and Paper
Soaps and Detergents
Petroleum and Natural
Gas
Alumina

Water Treatment

Cotton Processing
Fibers
Food Processing
Fats and Oils Processing
Others



Chapter 3: CAUSTIC SODA BY REGION – THE UNITED STATES

- Background
- U.S. Supply and Demand
 - Major Players
 - Imports
 - Exports
- Inorganic End Use Markets
- Organic End Use Markets
- Direct Usage End Use Markets
- Average Pricing
- Future Trends
- Strategic Analysis

Chapter 4: CAUSTIC SODA BY REGION – CANADA

- Background
- U.S. Supply and Demand
 - Major Players
 - Imports
 - Exports
- Inorganic End Use Markets
- Organic End Use Markets
- Direct Usage End Use Markets
- Average Pricing
- Future Trends
- Strategic Analysis

Chapter 5: CAUSTIC SODA SERIES

- Database Consumption Analysis
- Outcome
- End Use Market Identification by Supplier Market Share
 - United States
 - Canada
- About the database



DATABASE ADVANTAGES

Our clients can use the North American chemical consumption database for the following application:

Market Research

The consumption database will assist the market researchers to identify and evaluate specific market segments through caustic soda theoretical usage rates. And this, in turn, can translate the segment information into intelligence data for specific managers in business and marketing, sales and planning groups. This ability dramatically increases the value of information and the market research effectiveness.

Sales Prospecting

With such a broad and thorough coverage, this database will aim to locate sales prospects that may have been previously overlooked. It will also identify customers by end use sector and/or geographic location and identify accounts distributors are selling to.

Potential Sales Assessment

Database will aim to help you allocate sales team personnel efficiently to maximize return using information such as end use company caustic soda requirements including company expansions, plant shutdowns, and internal switching. In addition the database will help you understand customer's satisfaction based on suppliers service.

Competitor Analysis

Gain the in-depth knowledge of specific competitor positioning and market shares by analyzing their accounts, end use, and geographic sales regions or their entire market. This will give you better understanding of your company's market positioning.

Database Manipulation







The database can be easily modified to meet your company specific needs. The main database can also be broken down into smaller databases by specific end use, (i.e pulp and paper, and etc) to better serve the individual companies needs. Also since access manages data electronically through relation database system, a file number can be created for each individual company, which will provide a link option for the client. This linking option can in turn serve very well to our clients since they can create a separate new database for specific company and further link them together with the primary database/s to form a larger database.



Chemical Market Resources, Inc.

Polyolefins MT&T Series

CIC Report Schedule

REPORT	2002 JULY	2002 SEPT	2002 NOV	2003 JAN	2003 MAR	2003 MAY
Industry Overview						
PE						
PP						
PVC						
Engineering Resins						
Intermaterial Competition						



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Chemical Market Resources, Inc. CAUSTIC SODA CONSUMPTION DATA BASE SERIES

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