

# IMPAG is the new distribution partner of HOBUM Oleochemicals GmbH in Italy

Zürich, 21.12.2023 – IMPAG will take over the exclusive distribution of HOBUM's product range in Italy as of 01.01.2024.

**This includes a wide range of bio-based products based on unsaturated vegetable oils, their fatty acids and derivatives. The products made from renewable raw materials are primarily used in paints and coatings, adhesives and plastics. In addition, IMPAG already exclusively supplies the Swiss market and the entire PU foam industry in Europe with HOBUM products.**

Fabian Hayoz, Senior Sales & Product Manager at IMPAG, is delighted about this new collaboration: "HOBUM's specialized products with a high bio-based carbon content perfectly complement our portfolio in the field of performance chemicals. We are convinced that this new collaboration will further strengthen our market position in Italy and push the trend towards a more sustainable future".

## About HOBUM Oleochemicals GmbH

HOBUM Oleochemicals GmbH, a medium-sized German family business based in Hamburg-Harburg, has been manufacturing various oleochemical products based on renewable raw materials since 1959. Vegetable oils and fatty acids serve as raw material sources. The highly specialized end products are typically used in paints and coatings, adhesives and plastics.

[www.hobum.de](http://www.hobum.de)

## About IMPAG

IMPAG AG is an independent, internationally oriented trading and service company based in Zurich. IMPAG has been supplying raw materials, semi-finished products and goods to all branches of industry for over 100 years. IMPAG's focus is on the Material Science and Life Science market segments. The Performance Chemicals division supplies products and special know-how to various sectors such as paints & coatings, adhesives, construction chemicals, plastics processing and paper, process and water technology.

[www.impag.ch](http://www.impag.ch)

## Your contact at IMPAG

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