

**Press Release: Wednesday June 30 2010**

### **Baytouch unveils new REACHsuite Advantage software**

A LEADING provider of REACH Management IT solutions today revealed their new powerful REACHsuite Advantage product.

Baytouch has joined forces with top international REACH consultant Onno Jongerius, to create a unique product that combines the unbeatable functionality of REACHsuite software with a pre-defined registration control application ready for direct use.

REACHsuite Advantage has been designed using Onno's specialist insight and intellectual property to put individual user's needs at the forefront of the existing REACHsuite technology and include full road maps and pre-defined SIEF portal and communication tools.

It is now being launched across Europe and will be ideally suited for REACH teams battling their way towards successful registration for end 2010 as well as for the next Registration deadlines to come - irrespective of their level of expertise.

REACHsuite is the leading independent technology solution for organisations, consortia and SIEFs of all sizes striving for REACH compliance.

The Baytouch team have designed REACHsuite to be an open system that can be easily added to. This makes it the ideal open platform for consultants of all types and sizes to add value to and adapt for their own purposes.

Onno, owner and REACH and SIEF mediator at Jongerius Consult BV, said: "I have always appreciated the flexibility and the powerful features of REACHsuite. In a nutshell – it works.

"At the same time I could see the potential and needs for a ready-to-use solution for companies managing a larger number of registrations for lead and non-lead substances that integrated my own milestone planning and set out definite steps.

"We have created a full concept that can be directly implemented by companies with multiple registration requirements and bigger organisations with multiple stakeholders. It can also be used by companies that feel uncomfortable in all REACH requirements but realise they must manage registration requirements for non-lead substances and sometimes take the lead for key substances themselves too.

"REACHsuite Advantage will give them an advantage of a fully pre-defined roadmap & communication platform to successful registrations in time.

"It has added milestones that really structure the processes for the lead as well as for the non lead substances and makes the necessary communications, both internally with experts and business people, and externally with the SIEFs as Lead, as efficient as they can possibly be."

REACHsuite Advantage's milestone planning is based on Onno's practical experience in setting up the roadmap for Consortia as business development manager at ReachCentrum.

Onno also implemented an internal action tracking system for Dutch multi-national LyondellBasell which helped bring them to successful registration for their lead substances. It is this knowledge that has been added to REACHsuite to create the REACHsuite Advantage product.

REACHsuite Advantage is now being used by Kemira, a global two billion euro chemicals company that is focused on serving customers in water-intensive industries.

More follows...

Onno added: "The flexibility shown by the Baytouch team to help me customize the REACHsuite software to the Kemira Suite needs has been first class.

"I know and trust Baytouch and their software and it is this trust that has allowed me to contribute my own IP to REACHsuite. I am very pleased that it turned out to serve Kemira's needs and honoured to be able to offer the REACHsuite Advantage to others as well.

"Kemira is already finding that REACHsuite Advantage is a powerful tool for companies to manage their registration requirements – both now and in the sustain phase where the registrations for the other deadlines need to be managed as well."

Helena Huttunen, principal specialist for REACH in Kemira and also Kemira's Consortium coordinator and Lead Registrant for the biggest Consortium covering 15 Lead Substances.

She said: "I am using REACHsuite Advantage for creating SIEF communication actions to my Kemira colleagues, to be sent out to SIEF members.

"I am basically implementing the Consortium's documents and decisions in a more communicative format for the SIEF members, and then following up their responses and feedback.

"REACHsuite Advantage is easy to use and supports managing the SIEF communication superbly. Unlike other software, it also seems to be easy to maintain and is highly user friendly.

"In addition to this and its efficient email system, REACHsuite Advantage has been essential for the management of non-Lead substances, and creating surveys for the Lead Substances as well as storing information received from the surveys."

Baytouch is currently working successfully with a growing number of leading Consortia and SIEFs throughout Europe. They offer all those who deal with chemicals an integrated solution to support and deliver REACH requirements with a solution focused on technology efficiency, industry knowledge and best practice.

Baytouch managing director Malcolm Pollard, said Baytouch, has already created a series of partnerships with consultants who can modify REACHsuite for their individual clients.

He added that Onno's work in bringing this highly functional process driven solution to market is a prime example of REACHsuite's configurability and flexibility.

Malcolm said: "Onno's thought leadership on many aspects of SIEF management gained through his extensive experience with ReachCentrum and practical implementations at various companies allied to REACHsuite's functionality has delivered a key set of ready-to-run REACH IT solutions.

"These will be of immense benefit to Registration managers of all levels of knowledge and understanding.

"REACHsuite Advantage will save a lot of people a lot of time and enable Registration managers to be able to coordinate their day-to-day operations & internal and external communications more efficiently.

More follows...

“Onno has done a superb job and we are looking forward to collaborating with him long term.

“We also look forward now to working with other consultants and consultancy practices that want to deliver similar functionality for their client’s specific use.”

REACHsuite Advantage is now being launched across Europe. Please see [www.reachsuite.com/news/advantage](http://www.reachsuite.com/news/advantage) or [www.jongerusconsult.com](http://www.jongerusconsult.com) for more information. Listings for REACHsuite Advantage workshops will also be available from these sites.

## **ENDS**

### **Notes to editors:**

For further information or for interview opportunities, please call Caroline Aspinall at Active Profile on 0151 601 8688 or email [caroline.aspinall@activeprofile.co.uk](mailto:caroline.aspinall@activeprofile.co.uk)

### **Background**

Baytouch Ltd is one of the European leaders in the provision of REACH Consortia and SIEF Management IT Solutions.

Based in Lancashire, England and Brussels, Baytouch has strong historical links with the chemical industry and now operates in a global context.

With important clients such as the Lower Olefins and Aromatics REACH Consortium, Euromines and Kimberley Clarke, REACHsuite is fast becoming the system of choice within chemical-using industries.

Baytouch enjoys a close working relationship with Brussels-based Penman Consulting bvba and together they have links with specialist IT companies such as DAI (UK / EU) and ICF International (US) providing a comprehensive service with optional integration for SAP and other enterprise resource planning-type (ERP) systems.

### **What is REACH?**

REACH is a European Union regulation concerning the Registration, Evaluation, Authorisation (and restriction) of Chemicals. It came into force on 1st June 2007 and replaces a number of European Directives and Regulations with a single system.

REACH has several aims:

- To provide a high level of protection of human health and the environment from the use of chemicals.
- To make the people who place chemicals on the market (manufacturers[2] and importers[3] responsible for understanding and managing the risks associated with their use.)
- To allow the free movement of substances on the EU market.
- To enhance innovation in and the competitiveness of the EU chemicals industry.
- To promote the use of alternative methods for the assessment of the hazardous properties of substances e.g. quantitative structure-activity relationships (QSAR) and read across.

A major part of REACH is the requirement for manufacturers or importers of substances to register them with a central European Chemicals Agency (ECHA)). A registration package will be supported by a standard set of data on that substance where the amount of data required is proportionate to the amount of substance manufactured or supplied.

If a substance is not registered, then the data on it will not be available and as a result, no one will be able to manufacture or supply them legally any longer, i.e. no data, no market!