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The Rubber Industry's International Newspaper

## Vystar eyes growth with Corrie MacColl deal

By Jim Johnson

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WORCESTER, Mass.—Vystar Corp.'s new deal with Corrie MacColl Ltd. to handle all aspects of the company's Vytex brand of deproteinized latex is being viewed as a way to expand business for the patented material.

The agreement includes market development, manufacturing, sales and distribution of the latex, Worcester-based Vystar said.

Bringing all of these functions under one roof, Vytex consultant Bill Doyle said, will streamline operations and create new opportunities for growth. Vystar had previous agreements with others to handle various aspects of production and distribution, but all those functions now are under Corrie MacColl's control.

"For the first time, there's just one company that has the ability to do all that, and that is significant," Doyle said. "The relationship with Corrie MacColl is from start to finish.

"It's got a very concise and clear focus with this contract," Doyle said. "What this does is gives Corrie MacColl a very strong sense of autonomy to focus on who they want to have manufacture it. And at the same time, though, they will look for any infringement on the Vytex patents. But they also will market it, and they will sell it and they will distribute it."

Doyle said that is significant because "they are experts in this marketplace and Vystar recognizes that."

Doyle's opinion on the matter is important as he was present at the beginning of development of Vytex and his name is on patents that protect the latex purification process. He has a stake in the company and continues to work as a consultant after retiring.

With Corrie MacColl in charge of all aspects of Vytex, there is expectation for brand growth.

Ryan Wiener, global head of sustainable development and strategic marketing for Corrie MacColl, provided more insight into the new agreement.

"CMC's extensive network literally covers all markets, so distribution will be worldwide. CMC will be responsible for selecting and guiding the production of Vytex in specific producing regions—West Africa, Asia, Central America, etc. Since we have our own production facilities in Cameroon, our plan is to ramp up there as output increases over the next several years.

"This is especially attractive to our global customers operating manufacturing facilities in multiple countries. Consistency, availability, sustainability and a secure supply chain are vitally important, as the COVID pandemic has brought to light," Wiener said.

Having what the company calls an "ultra-pure" form of latex in Vytex protects against allergies and creates what Doyle said is a superior raw material that can be used in a variety of products.

Proteins in latex can cause allergic reactions in some people, and their removal allows more people to use latex products.

"When it's a problem, it's a big problem. But it's a big problem to a small number of people. It can be very deadly," he said.

Vytex's purity levels allow products such as gloves and condoms to be made with a thinner gauge while still having the same effectiveness as products made from traditional latex, Doyle said.

Other markets for Vytex include bedding products including mattresses, bed



Bill Doyle

toppers and pillows.

The company adds a proprietary blend of components to latex during processing that results in separation of non-rubber components and proteins. Those constituents are then removed, resulting in Vytex.

Corrie MacColl, a unit of Halcyon Agri Corp. Ltd., is working under a three-year contract with Vystar. Beyond that initial period, the deal automatically

will renew in one-year increments unless terminated by either said.

Vystar previously used a combination of partners to bring Vytex to market. The plan is for Corrie MacColl to rely on output from its plantations in Cameroon to supply the latex to create Vytex. As these plantations mature into greater output, Corrie MacColl will work with other companies to maintain the Vytex line, Doyle said.

"We anticipate that raw liquid latex from our Cameroon plantations will, in the future, be processed into eco-friendly Vytex latex, which has all the advantages of latex, plus the added benefits of a healthier, purer product with improved strength, durability and flexibility. The synergies are strong and vital," Horst Sakreida, CEO of Corrie MacColl North America, said in a statement.

Teaming up with Corrie MacColl also accelerates Vystar's ability to develop markets for Vytex.

"Tapping the global market development and distribution capabilities of Corrie MacColl provides us with an extensive reach that would take decades to establish on our own," Vystar CEO Steve Rotman said in a statement.