

Specialty Chemical Manufacturer producing Light-Weight, Environmentally Friendly Conductive Polymer Additives for Coatings and Plastic Materials**Volha Hrechka**
Chief Executive Officer & FounderPolyDrop, LLC
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CEOCFO Magazine

“We innovate with passion. We work with transparency and we earn our customer trust... It is all about what I call the theory of large numbers; you have to talk to all of them in order to find 1-2 partners that will match your core values and value proposition.”
- Volha Hrechka

CEOCFO: Ms. Hrechka, would you tell us about PolyDrop?**Ms. Hrechka:** We are a specialty chemical manufacturer. We create coatings and plastics that conduct electricity and we are shockingly good.**CEOCFO: What is special about your products?****Ms. Hrechka:** We make a light-weight material, meaning that we reduce a weight of paints and plastics by 10X. The current materials that are being used are carbon black or metal particles, which are very dusty and heavy. Our materials are very light and you only add 1-3wt% percent of a material and you achieve the same properties.**CEOCFO: Why does the weight make a difference?****Ms. Hrechka:** If you think about the airplanes and cars, companies are always looking for our light-weight materials because it has a huge impact on fuel usage as well as CO2 emissions. That is where we come into play, we reduce weight and therefore we are saving the environment.**CEOCFO: Are you products in use or are you still in development?****Ms. Hrechka:** We are currently at 2 metric ton capacity production. We have fourteen employees on site. We are at full capacity this year. This is our first year to break even and several our products are already being used and sold on the market today.**CEOCFO: When you are presenting your products do people understand immediately if you are presenting to the right person? Is there any skepticism?****Ms. Hrechka:** Usually we are pretty innovative in the way we present to our customers. The majority of them already know about our products. In material science or in the materials field you are competing with ten different materials and there is always something better but where we win in terms of our materials is that our processability of our materials is easy compared to others. We also tailor materials towards customer needs, meaning that if they share some information with us we actually can tweak that formulation and make sure our formulation works in their system. That is the majority of how we win our customers, we tailor and work closely with them in order to understand their issues and try to tailor our products into their system.**CEOCFO: Would you give us an example of where you are able to customize that made a difference?****Ms. Hrechka:** We had a project with a company for one year, they just sold products initially. They were happy with the stability of our products but they wanted a more transparent color. Ours could give a little bit of a tint sometimes, so we

designed the system specifically for their coating system, and they were satisfied with results. They shared information with us and we were able to tackle the problem and we were able to reduce the amount of our material from 3 weight percent to .75 weight percent by the end of the project. Their quality as well as the targeted optical transparency was achieved and more than 90%. For some of this application they need the coatings to be clear coat.

CEOFCO: *Are companies reluctant to share information that will allow you to give them a better product or do they need to build confidence in you and PolyDrop?*

Ms. Hrechka: That is correct. One of our core values at PolyDorp is to work with transparency so we have been transparent since the beginning. If the company does not share information with us and it is hard for us to work with them, then they are not the best customer for us. We tend to work with companies that will share information. In coatings or plastics industry some of them can share and some do not want to share so we tend to work with companies where our core values aligned. It obviously is about building a relationship. Some companies even after four years will not share anything.

CEOFCO: *Where does price come into play?*

Ms. Hrechka: We designed our systems to be very cheap so it is easy because we basically beat our competitors in price. I think many customers are happy we have a cheaper and better option. Value comes in with your increase of properties when you incorporate your products into our system but also pricing is always an issue for all this new technology that is coming in so we spend almost a year at PolyDrop making sure that our technology is feasible, meaning that pricewise it is very cheap.

CEOFCO: *Are people surprised it can be better and cheaper?*

Ms. Hrechka: No. We usually do not get into price conversations early on. After our customers test our products and they see value, then we have a price discussion and it is usually when they already see the value. Our process is simple so they are always excited about the ease of processability of our system.

CEOFCO: *Would companies come back for more than one product?*

Ms. Hrechka: My job is to make sure they know we are developing new products. This year we are developing anti-corrosion additive mostly for planes, bridges and automotive fields. I just spoke with about ten customers two weeks ago and I told them that in addition to our anti-static products, we are bringing this anti-corrosion product onboard and they get very excited because all the coating manufacturers or specialty chemical companies all have all kinds of different products. Our technology can be used for many different applications.

CEOFCO: *What was the reception at Tech Connect World?*

Ms. Hrechka: I started going to Tech Connect 4 years ago when I just started this company so I have known all of them almost for four years. I have known a lot of coating manufacturers that went there that same year four years ago and I have been going every year since then. Obviously there are new companies and this year there are a lot of Japanese companies. When they first come to Tech Connect, they are exploring and it takes them a while to understand the whole concept of Tech Connect, collaborating with small companies and getting relationships going and developing products together. Some of them are skeptical but once they test the products and when we build the relationship and show that we can solve issues, they become more trusting. For some companies their goal is to just see what is out there and they never make any deals. For some companies they come with a specific problem and they want that problem to be solved. Some companies want to invest so it really depends what the company's goal is. This year I came with a specific proposal for anti-corrosive materials and I think out of twenty companies I spoke with that we will get probably two companies to be very interested. It is all about what I call the theory of large numbers; you have to talk to all of them in order to find 1-2 partners that will match your core values and value proposition.

CEOFCO: *What surprised you as PolyDrop has grown and evolved?*

Ms. Hrechka: The biggest surprise was when you have an innovative product and you are trained to sell your product or innovate and make it better solution including the plastic system, a lot of corporate or large companies are so into bureaucracy or actually do not see the value of a small company. They probably understand our small budgets, but timing is everything for us. We can not wait 2 years for one customer data point.

CEOFCO: *Why pay attention to PolyDrop?*

Ms. Hrechka: We move fast and we innovate with passion. We work with transparency and we earn our customer trust.