

FOR IMMEDIATE RELEASE

TCR Industries Appointed West Coast Distributor for Cimbar Performance Minerals' New Product Line

LA PALMA, Calif. – January 1, 2026 – TCR Industries is pleased to announce a new partnership with **Cimbar Performance Minerals**, a leading global producer of specialty mineral products. Under this agreement, TCR Industries will serve as the **exclusive distributor** for Cimbar's extensive mineral offerings across the **Western and Southwestern United States**.

This strategic collaboration combines Cimbar's century-plus experience in mineral production with TCR Industries' strong distribution network and expertise in the **CASE (Coatings, Adhesives, Sealants, and Elastomers)**, plastics, and rubber markets.

"We are thrilled to add Cimbar's new product line to our portfolio of high-quality additives," said **Troy Wickershiem**, VP for the industrial market at TCR Industries. "This partnership allows us to provide our West Coast customers with access to a broader range of **high-performance mineral solutions** backed by Cimbar's reputation for quality and reliability, aligning perfectly with our commitment to delivering innovative solutions."

Tom Landels at Cimbar Performance Minerals, added, "TCR Industries' extensive market knowledge and strong customer relationships on the West Coast make them an ideal partner for the launch of our **new talc products** as well as our existing product line. We are confident that this collaboration will significantly enhance our reach and service capabilities in the region, bringing enhanced value to our shared customers."

About TCR Industries: TCR Industries is a premier distributor of **specialty chemicals and minerals**, serving the coatings, adhesives, sealants, elastomers, plastics, and personal care industries. With a strong presence across the Western and Southwestern United States, TCR is committed to connecting world-class suppliers with customers and providing superior service and technical expertise.

About Cimbar Performance Minerals: Cimbar Performance Minerals is a global leader in the production and distribution of **specialty mineral-based additive solutions**, including **Barium Sulfate and Talc**. With a focus on consistent quality and innovation, Cimbar serves a wide array of industrial and performance-based applications worldwide.