

Hawthaway uses Alchemy to measure and improve their chemistry innovation process

Hawthaway is no stranger to innovation and re-invention. In business since the mid-1800's, Hawthaway has a centuries-long culture of helping customers overcome challenges with innovative chemistry. Evolving over the years from manufacturing protective coatings for leather shoes, to making polyurethane polymers and compound finishing materials for customers in the automotive, biomedical, construction, maintenance and textile industries.

Embracing modern digital technology from Alchemy is just one more way Hawthaway is transforming their business and ensuring they provide best-in-class customer service for the next century.

“Alchemy helps us get new chemists up to speed faster. When starting a new project, chemists can search and reference what’s already been done on similar projects using Alchemy.”

- Ted Johnson, President and General Manager, Hawthaway

Hawthaway at a glance

- Global HQ in Lynn, MA.
- Family owned and operated since mid-1800's with a long history of innovation and reinvention.
- Full service with in-house R&D, production, distribution and technical service.
- Focus: manufactures polyurethane dispersions for the coatings and adhesives markets.

Success highlights using Alchemy for chemistry process innovation:

- Weekly meetings used to require pulling information from four different systems. Now all data comes straight out of Alchemy.
- Until Alchemy, our past formula, test and technical data was trapped in paper notebooks and rarely referenced. Now, instead of starting from zero every time, chemists can filter and search through testing and analysis to jumpstart their new project.
- New-hire chemists can get up to speed more quickly by leveraging all project, formula and test information available in Alchemy.
- Replace each of the standalone legacy systems by moving these processes and data into Alchemy (CRM, ISO compliance, project management, sample management, customer complaints, etc.)

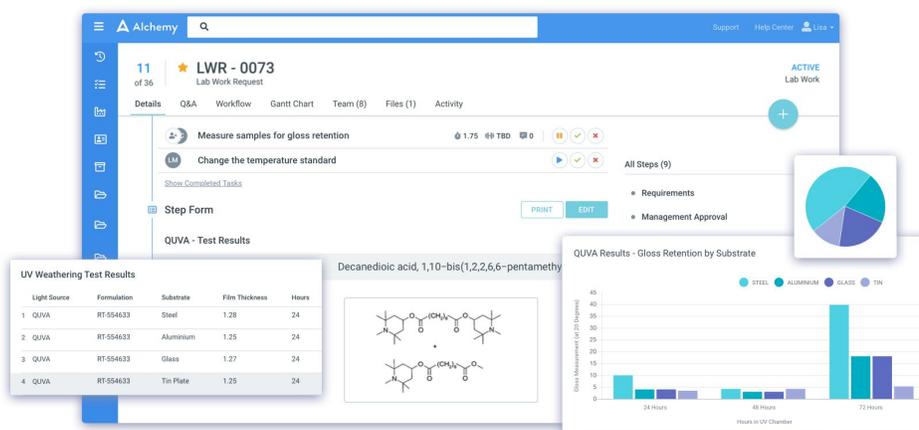
*“We are a process company focused 100% on helping our customers solve their chemistry challenges. **Using Alchemy, we expect to convert more projects and win more business** by measuring and improving each step of the chemistry innovation and sales process.”*

- Ted Johnson, President and General Manager, Hawthaway

About Alchemy:

Alchemy is a Silicon Valley-based cloud software company that helps chemicals companies modernize how they work in order to accelerate the development, sale, and servicing of formulas.

Alchemy's highly customizable lab management solution digitizes the business processes related to lab project and portfolio management. Our customers get significant value out of the box - faster turnaround time on lab work, more throughput from the lab, and real-time visibility to status metrics on customer-requested and internal projects. Learn more about our Chemistry Acceleration Software at www.alchemy.cloud.



COMPLETE SOLUTION

Alchemy's solution includes features for R&D teams, new product development, technical service, sales, compliance and management.

CHEMISTRY SPECIFIC

We built Alchemy specifically for the unique needs of the cross functional teams that need to work together to deliver great chemistry and great service.

100% CUSTOMIZABLE

Customize every field, screen and workflow to match your exact lab processes and business requirements.