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Rain Carbon Inc. Launches New Website Reflecting Global Management Under One Company

Stamford, CT, USA – November 23, 2016 In a move to better communicate its new, strategic, global business focus, and to clearly define and position its lines of business, Rain Carbon Inc. launched a new corporate website today. Rain Carbon Inc. unifies the management and vision of the RÜTGERS and Rain CII brands and companies, both leading manufacturers of high-quality carbon and chemical products which serve as essential raw materials for various global industries.

The Rain Carbon Inc. website (www.raincarbon.com) reflects the newly-aligned subsidiary companies and highlights the specific market offerings of each. Clients, prospects, neighbors, investors, employees, job applicants, and those generally interested in learning more about the company and its new mission are encouraged to visit the site.

The website was developed by the joint efforts of Rain Carbon Inc. employees globally and implemented by the efforts of its IT Shared Service center, with assistance from The Information Company Pvt. Ltd. (TIC) of Mumbai, India.

“We are very proud of this new site and how it communicates, in an easily-navigable form, what can be perceived as a complex set of businesses. As such, it is a vital part of our effort to remain a leader in the industries we serve and to maximize the efficiency by which we service our clients around the world,” said Gerard Sweeney, president. “It clearly articulates our mission, vision and values, and includes information on products, production locations, offices, corporate governance, and more.”

As the global marketplace becomes more complex, it is more important than ever to convey a smart, simple, single message to all audiences. On the website, the strategic imperative of positioning all corporate entities as one global company is visualized through a consistent design and the new overarching brand mark of Rain Carbon Inc. Easily-navigable topic areas provide quick access into all functions of the company.

“We put a lot of time and deep consideration into our strategic realignment and, as our first impression to our diverse audiences, the new website needs to clearly articulate our vision and focus as a company. We are delighted that it does,” said Gerard Sweeney.

Rain Carbon Inc. is a global innovator in industrial carbon production. From preemptive research to precise handling, the company manages its relationships and resources to meet critical client requirements. It is comprised of three main businesses: carbons, intermediates and chemicals.

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