

Media Briefing

Why Roc – Mike Alt

Interview Date/Time/Location

Tuesday, July 5
10:00 a.m.
WROC's Studio
201 Humboldt St.

Interviewee:

- Michael Alt, Vice President, Technology & Manufacturing, SiGNa Chemistry

Interviewer:

- Stacy Henning, Executive Vice President, Chief Marketing Officer

Overview:

WROC-TV's "Why Roc" TV segment will feature Mike Alt and his important role in SiGNa's recent manufacturing plant expansion within Eastman Business Park. The segment will highlight how the company develops and manufactures environmentally safe and cost-effective chemical products, as well as explain why the company chose to expand in Rochester.

Previous "Why Rocs:"

[Why Roc: Jazz Fest](#)

[Why Roc: Klein Steel Expands in Rochester](#)

[Why Roc: Impact Capital](#)

Key Messages/Questions to Expect:

Question 1. Congratulations on the opening of SiGNa Chemistry's new manufacturing plant here in Rochester. Tell me about your company.

SiGNa Chemistry is a premier specialty chemical manufacturer and oil production company. SiGNa develops and manufactures chemical products based on its proprietary stabilized alkali metal platform. The company's mission is to develop cost-effective, innovative new chemical products that are also environmentally friendly and deliver better performance than legacy chemicals. SiGNa serves customers in 50 countries, and its products are used in a wide range of applications, including oil and gas recovery, plastics, papers, petrochemical refining, pharmaceuticals and construction rubbers.

Question 2. What will you be manufacturing at your new chemical plant at Eastman Business Park?

SiGNa Chemistry celebrated the grand opening of its new chemical manufacturing plant and technical center at Eastman Business Park (EBP), highlighting the company's role in the growing high-tech manufacturing and energy ecosystem in Rochester. SiGNa joins fellow innovation firms at EBP, which serve industries such as biomaterials, energy storage, advanced manufacturing, and food and agriculture. SiGNa expects the 25,000 square foot facility will create 37 permanent jobs and 75 ancillary jobs over a three-year period.

Question 3. SiGNa Chemistry could be located anywhere. Why did your company decide to expand in Rochester?

SiGNa Chemistry found the right infrastructure at Eastman Business Park to support its specialty chemical manufacturing business. The right site, combined with a highly-skilled and technical workforce available throughout the Greater Rochester, NY region, will enable SiGNa to accelerate its strategic business plan.