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ShayoNano Hires US VP of Sales and Marketing
30 Year Veteran of Specialty Chemicals Experience

Cleveland, Ohio: ShayoNano USA Inc. has hired John Falsone as its Vice President of Sales and Marketing.

John joins the company with 30 years of sales and business management experience in the specialty chemicals industry from assignments at the former Spencer Kellogg, NL Chemicals, Rheox, and BF Goodrich companies as well as Dorn Color.

He will be responsible for leading the company's commercial organization to drive growth across all of the company's technology platforms. He is a graduate of Canisius College.

John will focus on ShayoNano's unique products such as SmartHide™ an opacity-enhancing additive which improves hiding, economics and in can preservation of latex paints.

About ShayoNano

ShayoNano manufactures nanomaterials using its unique, patented technology. This technology precisely and economically synthesizes additives that improve the profitability and performance of products. ShayoNano possesses a powerful combination of vision, technical expertise and delivery capabilities and has established a state-of-the-art facility for product research and development.

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