

# INDUSTRY LEADER PROFILE



## MICHAEL GUASCH FOUNDER OF MOLECULE LABS, INC

As owner and founder of Molecule Labs, Michael Guasch has created a product line of protective chemicals that is changing the way racing professionals care for racing suits and protective gear.

Over the years, Guasch's career in the protective chemicals industry has included positions as consultant, lecturer, and product manager. Prior to Molecule Labs, he founded StoneTech Professional, a manufacturer of care solutions for stone and tile. Beginning in 2002, Inc. Magazine listed StoneTech on its Inc. 500 List of Fastest-Growing Private Companies three years in a row. In 2005, Guasch sold StoneTech to DuPont.

The sale of StoneTech enabled Guasch to devote more time to motor sports, a life-long passion of his. On the track, he realized that racing suits were not as effective as they could be in protecting wearers from injury. "There was a need for a product that protects technical fabric from absorbing fuel and other flammable liquids," Guasch explains.

"I also realized that there was no industry standard in place for keeping racing suits clean," he continues. "If the suits aren't clean, their ability to protect against flames is compromised." Guasch returned to his chemical manufacturing facility and developed Molecule™ Technical Fabric Care System, which is now in international distribution.

Looking ahead, Guasch foresees Molecule™ expanding to other industries besides racing. "Synthetic materials like Gore-Tex, Kevlar, and carbon fiber have unique properties that require special chemical formulas to protect them," he says. "Because Molecule is fluorine-based, it creates a very thin coating that allows the fabric to breathe. This sets it apart from other fabric protectors and makes it ideal for winter sports, firefighters, law enforcement, and the military."

Molecule Labs is a privately held company based in Benicia, CA.

[www.MoleculeLabs.com](http://www.MoleculeLabs.com)

