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FOR IMMEDIATE RELEASE

**Recent Life Cycle Assessment Brings to Light Environmental Advantages for
INFUSE™ Olefin Block Copolymers by Dow**

- *INFUSE™ OBCs by Dow offer a more sustainable alternative to styrenic copolymers*
- *Findings available at Plastics Caps and Closures Conference, Brussels 2-3 November 2011*

Horgen, Switzerland – November 2, 2011 – Findings from a recent Life Cycle Assessment (LCA) of INFUSE™ Olefin Block Copolymers (OBCs) conducted by [Dow Elastomers](#), a business unit of [The Dow Chemical Company](#) (Dow), reveal sustainable advantages in hot-fill cap liners, an application where OBCs and styrenic copolymers can be used at the same mass loading.

The LCA compared the “cradle to gate” production of INFUSE OBCs with styrenic copolymers for hot-fill cap liners in the following key impact areas: total energy use (the cumulative energy demand, or CED), global warming potential (GWP), acidification potential (AP), photochemical ozone creation potential (POCP), eutrophication potential (EP) and water consumption during the production of raw materials and polymerization to the copolymers.

Key findings¹ of the Life Cycle Assessment, conducted following ISO standards 14040 and 14044 including critical review, were:

- The cumulative energy demand (CED) for producing INFUSE OBCs is 23-39 percent lower compared to neat SEBS
- The CED for compounded INFUSE OBCs is 11-21 percent lower than for compounded SEBS (with mineral oil and polypropylene)
- The GWP100a (‘carbon footprint’) for the production of compounded INFUSE OBCS is 23-38 percent less than for SEBS compounds

¹ The “key findings” are a synopsis. The entire LCA study should be reviewed for a complete understanding. A complete copy of the LCA is available upon request.

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“The Life Cycle Assessment of INFUSE™ OBCs further exemplifies the commitment Dow has made to creating sustainable solutions that aim at meeting manufacturer and consumer demands for quality and performance,” said Karen Fennessy-Ketola, Global INFUSE Platform Director for Dow Elastomers. “Dow is continuing to discover uses for INFUSE OBCs every day, and the validation of this product as a more sustainable alternative to styrenic copolymers opens these opportunities further.”

INFUSE OBCs are increasingly becoming a material of choice in a diverse range of market segments and applications, particularly where environmental concerns are high on the agenda, such as food contact containers, carpet backing, toys and sporting goods and hygiene products like baby diapers. These thermoplastic elastomers offer a variety of advantages including formulation flexibility, elasticity at room and elevated temperatures and abrasion resistance. INFUSE OBCs can be recycled and also offer resilience, softness and toughness as well as excellent colourability.

The findings of the LCA study on INFUSE OBCs will be presented at the Plastics Caps and Closures Conference 2011 by Enrique Torres, Caps and Closures Marketing Manager for Dow Elastomers in the EMEA region, and Dr. Olaf Henschke, Caps and Closures Technical Leader for Dow Elastomers in the EMEA region. In describing this work, Torres said: “The Life Cycle Assessment gives a good quantitative understanding of the advantages of INFUSE OBCs in this application and complements our knowledge of their qualitative advantages.”

To request a copy of the complete Life Cycle Assessment, please visit Dow at the Plastics Caps and Closures Conference 2011, 2-3 November 2011, Le Plaza Hotel, Brussels or call our Customer Information Group at +800-3-694-6367 or +32-3-450-2240 and reference # 1-9E626T.

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About Dow

Dow combines the power of science and technology with the “[Human Element](#)” to passionately innovate what is essential to human progress. The Company connects chemistry and innovation with the [principles of sustainability](#) to help address many of the world's most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow's diversified industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based [products and solutions](#) to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2010, Dow had annual sales of \$53.7 billion and employed approximately 50,000 people worldwide. The Company's more than 5,000 products are manufactured at 188 sites in 35 countries across the globe. References to “Dow” or the “Company” mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

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