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Dow Performance Packaging signs sponsor agreement with the IPI International Packaging Institute

As of January 2012, Dow Performance Packaging, a business unit of the Performance Plastics Division within Dow Europe GmbH ("Dow") is one of the sponsors of the IPI International Packaging Institute in Schaffhausen, Switzerland. Through the sponsorship, Dow Performance Packaging gains access to a platform to more actively interact with multiple parties of the Packaging Value Chain. Through the initiative, IPI is able to add their first resin supplier to the list of sponsors, increasing the diversity of this group and adding complimentary angles to the activities the Institute is working on.

The decision of Dow to become a sponsor of the IPI International Packaging Institute is a direct result of its approach to increase its interaction with the Packaging Value Chain. "Of course we continue to have strong focus on customer satisfaction and provide our customers with the right quality products at the right time" says Julia S. Schlenz, Performance Packaging Sr. Marketing Manager at Dow. "At the same time however, we need to ensure that we develop successful packaging solutions that address tomorrow's challenges. In order to fully understand future requirements, it is crucial to us, to engage with multiple parties along the value chain and understand potential issues right where they occur. Through a quality institute like IPI, we gain access and have the opportunity to engage in new and promising dialogues".

Stephan Schüle, IPI Managing Director: "With Dow as sponsor we add an additional global dimension like our members who are also globally active and our academic partner Michigan State University – School of Packaging one of the largest academic institution in packaging". Prof. Dr. Ingo Büren, IPI Director of Science and Technology: "Also, we are very happy to welcome the first polymer producer as a sponsor of our Institute. This is a very good fit with the activities of IPI International Packaging Institute and we are very interested to learn about Dow's expertise and material science knowledge".

As a sponsor, Dow Performance Packaging plans to become an active participant at IPI events and workshops. Bernard Fehr, Application Technology Leader at Dow: "The idea is not just to attend the activities that IPI organizes, but to also actively engage and share new developments, and discuss (potential) future requirements and challenges. In addition, Kurt Brunner, one of the Dow Technology Leaders, will represent us on IPI's Scientific Board and will be able to help shape the Institutes future initiatives".

Both organizations regard the sponsorship as an ideal way to engage on a journey to address future challenges in packaging and develop new solutions.

About IPI International Packaging Institute

IPI International Packaging Institute was founded by well known companies of the packaging industry - Alcan Packaging, Bosch, Nestlé, SIG, Unilever. It is an education, networking and service center for the packaging industry.

IPI offers a "Master of Engineering in packaging technology", a series of three seminars in packaging technology on bachelor's level and individual tailor made seminars directed to specific needs of companies. The events of IPI International Packaging Institute pick up hot topics in the packaging industry and IPI supports companies with technology and strategic consulting.

About Dow

Dow (NYSE: 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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