Dow Launches Elite™ Advanced Technology Polyethylene Resins For the North American Market

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New Innovative PE Resins Offer Increased Performance and Efficiency Via Excellent Sealing and Consistency Advantages

The Dow Chemical Company (NYSE: DOW) announced today the introduction of ELITETM Advanced Technology (AT) Polyethylene (PE) Resins for the North American performance packaging market. This family of ELITE™ Resins offers enhanced sealing, physical properties, processability, and consistency.

Directly benefiting film converters in the food and specialty packaging and industrial and consumer packaging market segments, ELITE™ AT PE Resins are a proprietary and patent-pending post-metallocene technology built on the reliability and uniqueness of Dow's INSITE™ technology. ELITE™ AT PE Resins are designed to meet the growing demand for higher performance films, particularly enhancing resin function in high performance sealant film, high performance stretch wrap film and stretch hood film applications.

"Today's packaging market is evolving rapidly, and Dow is continuing to introduce new products that help packaging converters lead that evolution," said Greg Bunker, Senior Group Marketing Manager, North America for Food and Specialty Packaging at Dow. "The innovative ELITE™ AT PE Resins combine high performance with high processing capabilities, which can help packaging converters improve throughput and stability on their lines without sacrificing performance."

ELITE™ AT PE Resins offer customers consistent, high-performance seal properties with additional properties such as optics, stiffness, toughness, processability, and organoleptics. The products are an excellent option for a wide variety of vertical form fill seal and horizontal form fill seal applications as the resins can keep up with the pace of a fast running form fill seal machine while still producing a reliably sealed bag.

Additionally, ELITE™ AT PE Resins simultaneously offer customers an advantaged film as well as the freedom to run at a faster conversion rate. To do this, these new resins can be processed at higher throughputs, as evidenced by lower backpressure, lower power consumption and excellent bubble stability. Furthermore, these innovative resins possess the molecular structure that offers excellent toughness, thereby enabling the use of fewer resources through downgauging.

"As a leader in the packaging industry, we understand how important it is to think holistically about the solutions we offer our customers who look for products that are top quality, dependable, and sustainable. ELITE™ AT PE Resins can help enhance performance as well as cost and material efficiencies, which is reflective of Dow's commitment to continue pushing the envelope in driving more advanced, sustainable products for the market," said John Garnett, Lead Technical Service and Development (TS&D) Manager, Food and Specialty Packaging TS&D at Dow.

Dow is a leading global supplier of essential and performance plastics, with highly productive and scalable operations feeding channels to market in almost 100 countries. Dow is the leading producer of polyethylene, the world's most commonly used plastic.

As the world's largest materials supplier to the $500 billion global packaging industry, Dow offers one of the widest arrays of resins, film substrates and other materials for developing tomorrow's sustainable packaging solutions today to help converters meet consumer demand. Key product and technology segments in Dow Performance Packaging include structural and abuse resins, sealants/peelable seals, tie layers and adhesives, barrier resins, and specialty films.

About Dow

Dow (NYSE: DOW) combines the power of science and technology 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, agrosciences 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 2011, Dow had annual sales of $60 billion and employed approximately 52,000 people worldwide. The Company's more than 5,000 products are manufactured at 197 sites in 36 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.