

## **Arkema exhibits its biosourced transparent polyamide at MIDO**

**Arkema will showcase at the Milan MIDO tradefair from March 5<sup>th</sup> to 7<sup>th</sup> 2010 its latest innovations in biosourced polyamides, *Rilsan® Clear G830 Rnew*, a transparent high performance polyamide used for spectacle frames made from 54% renewable raw materials. Arkema will also exhibit the latest spectacle frame designs made from its technical polymers: the *Evolve* product range from *Smith Optics*, a leading sunglass and sports spectacle brand, and the children's spectacle design *Tango*, from the highly creative French brand *Julbo*.**

Arkema will present designs from the *Smith Optics Evolve* collection whose frames are made of *Rilsan® Clear G830 Rnew*, a biosourced polymer derived from castor oil. These latest sunglasses align with *Smith Optics'* ecodesign strategy.



*Rilsan® Clear G830 Rnew* offers the same key characteristics as the traditional *Rilsan® Clear G350* grade: ultra-transparency, comfort from light weight,, freedom of design, durability, significant elastic return, and excellent resistance to impact and chemicals. Like the traditional grade, *Rilsan® Clear G830 Rnew* also features excellent processing properties which may deliver cost savings for frame molder and manufacturers.



Manufacturers *Julbo* have used the *Rilsan® Clear G350* traditional grade for their *Tango* children's spectacle frames, also exhibited on the Arkema stand. Renowned for its creativity and its expertise in children's sunglasses, this French brand has been developing a new junior optical spectacle brand since 2007. *Julbo* turned to *Pebax® Clear* for the nose of the *Tango* design in order to combine soft touch, adaptable shape, and durability.

These original spectacle frames won the *Silmo d'Or* award in the « children's spectacle frames » category in 2009 for their ergonomics, light weight, and flashy range of colors. This prize firmly cements the *Julbo* brand as a reference player in the optical market.

**For a closer look at these latest developments, visit the Arkema stand, Hall 11, E16**



*Rilsan® Clear G830 Rnew is the latest innovation among Arkema's high performance biosourced polyamides. Rilsan® PA11, Pebax® Rnew and Platamid® Rnew have already proven Arkema's ability to offer innovative biosourced solutions for cutting edge markets.*

*A global chemical company and France's leading chemicals producer, Arkema consists of three businesses: Vinyl Products, Industrial Chemicals, and Performance Products. Arkema reports sales of 5.6 billion euros. Arkema has 15,000 employees in over 40 countries and six research centers located in France, the United States and Japan. With internationally recognized brands, Arkema holds leadership positions in its principal markets.*

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