

Technical Polymers business line unveils a new visual message

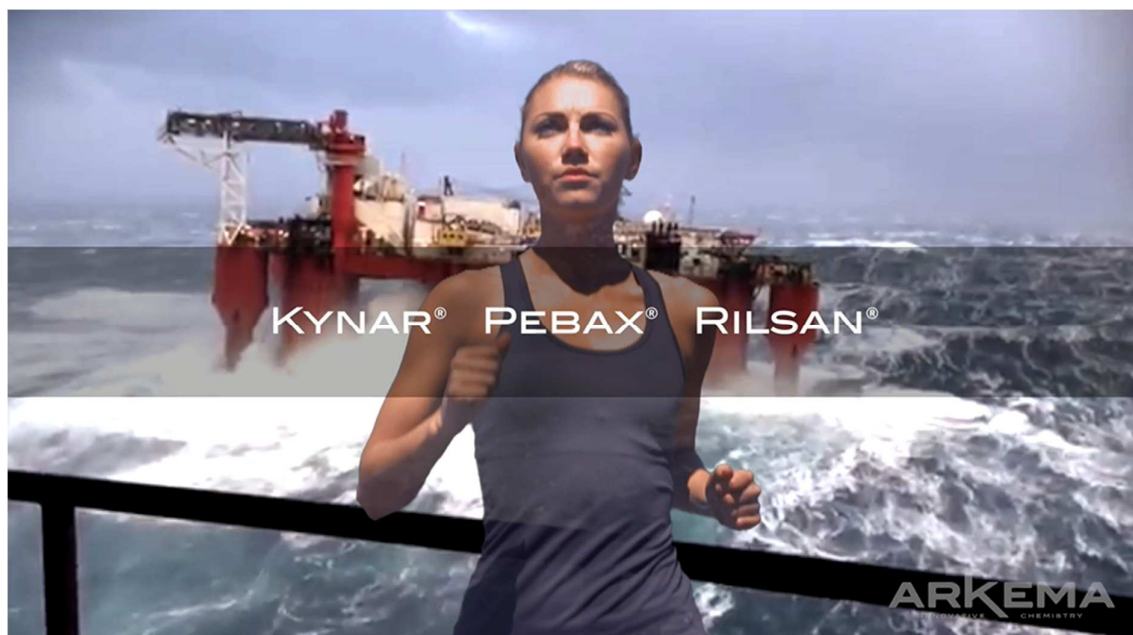
The Technical Polymers business line has just launched a new visual message to demonstrate its combined elements of a rich 50 year legacy in some of the world's most extreme applications and its dynamic future involving a broad portfolio of new developments: "An extreme world needs extreme materials".

The Technical Polymers business line started a new simplified communication program. The wide portfolio of technical solutions will be presented to the markets in three families of high performance offerings: the Kynar® family of fluoropolymers, the Pebax® family of thermoplastic elastomers, and the Rilsan® family of polyamide resins and alloys. Simultaneously, the business line is launching a new series of market-based communication packages, each specifically tailored to the challenges of our most demanding applications.

"It is important for us to be able to simply and succinctly summarize the solutions that we bring to our customers' problems," states Dr. Erwoan Pezron, global group president for Technical Polymers. "Simply put, we solve some of the world's most extreme material challenges. Our customers require us to be more than just materials suppliers; they need us to be creative problem solvers. The world is indeed becoming more extreme and the material challenges are becoming greater. And our message to the markets is simple: An extreme world needs extreme materials."

Technical Polymers team is present at the K-show and is available to demonstrate the new visual message, the new market-oriented communication packages and the recently unveiled materials database.

We are located in Hall 6 / C57, come to our booth for a live demonstration!



Kynar®, Pebax®, Rilsan®, Orgalloy® and Rilsamid® are registered trademarks of Arkema.

A designer of materials and innovative solutions, **Arkema** shapes materials and creates new uses that accelerate customer performance. Our balanced business portfolio spans high-performance materials, industrial specialties and coating solutions. Our globally recognized brands are ranked among the leaders in the markets we serve. Reporting annual sales of €7.7 billion in 2015, we employ approximately 19,000 people worldwide and operate in close to 50 countries. We are committed to active engagement with all our stakeholders. Our research centers in North America, France and Asia concentrate on advances in bio-based products, new energies, water management, electronic solutions, lightweight materials and design, home efficiency and insulation. www.arkema.com

MEDIA CONTACT

Vincent Cottereau +33 1 49 00 72 98 vincent.cottereau@arkema.com

PRODUCT CONTACTS

Vince Casmirri +1 610 205 7898 vincent.casmirri@arkema.com
Julie Robert +1 610 205 7632 julie.robert@arkema.com

Arkema

420, rue d'Estienne d'Orves – F-92705 Colombes Cedex – France

Tel.: +33 1 49 00 80 80 – Fax: +33 1 49 00 83 96

A French société anonyme (limited company) with share capital of €754,701,730 – Registered in Nanterre: RCS 445 074 685

arkema.com