

New Dow Adhesives To Debut At Label Expo Asia 2009

SHANGHAI (Business Wire) — When two world-class pressure sensitive adhesive (PSA) forces come together, a [PSA powerhouse](#) [1] is bound to be formed. Dow Adhesives and Functional Polymers, a business unit of The Dow Chemical Company (NYSE: [DOW](#) [2]) and a leading global supplier of unbeatable adhesives for labels, graphics, tapes and protective films will showcase its expertise during the Label Expo Asia 2009 in Shanghai, December 1-4, 2009 (booth No. H1A15).

“Many of our customers have expressed great interest in learning more about the broader portfolio of solutions that Dow Adhesives can offer,” says Christopher Urheim, Dow’s PSA Global Marketing Manager. “The combination of Dow molecular engineering capabilities and heritage Rohm and Haas PSA application know-how will enable our customers to grow faster with adhesives that address the needs of the local Asian markets they serve.” adds Urheim. During Label Expo, attendees will get to experience the new Dow Adhesives including its innovative water-based products, strong global business capability, in-depth understanding of regional markets and superb research & development strength.

Dow Adhesives and Functional Polymers has 11 global R&D centers, with specialized skills and experience, operating around the world and dedicated to putting its technology to work to meet local customer needs. “With the completion of the new Shanghai Dow Center (SDC), which functions as a fully equipped world-class R&D center, as well as the Asia Pacific regional headquarters, more than 500 engineers and scientists in over 80 laboratories are doing research and development on innovative solutions for our customers in the Asia Pacific region,” says Dr. Robert Slone, Global Research & Development Director, Dow Adhesives and Functional Polymers. “SDC is proud of its advanced analytical capabilities which help our customers quickly solve their needs and problems locally. Moreover, SDC has a unique customer innovation center which allows us to work together with our customers to tap into the market opportunities, stimulate customized formulation for emerging markets and increasing specialization, such as battery, drum and beverage label applications.”

“With its rapid and stable economic growth, the Asia Pacific region is a vital long-term strategic growth area for Dow. We will continue to innovate, offering differentiated products and service to satisfy our customers’ demand for PSA solutions in Asia Pacific,” says SK Tham - Regional Tapes, Labels & Textiles Commercial Director, Asia Pacific. “I am confident that the technical strength of the Shanghai Dow Center coupled with regional supply chain flexibility will demonstrate our commitment to better serve our customers in the region. We are looking forward to meeting you at the upcoming Label Expo Asia 2009.”

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To learn more about our PSA offerings, visit us at go.rohmhaas.com/dow/psa [3].

Source URL (retrieved on 03/26/2015 - 11:01pm):

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