

Which  
process optimizers  
**Dow Corning**  
efficiency experts  
do you  
technical advisors  
**need today?**  
equipment providers

supply logisticians

possibility expanders

technology innovators

materials suppliers

contract manufacturers

profit generators

custom formulators

application engineers

productivity increasers

confidence builders

equipment optimizers

commercialization accelerators

need fulfillers

analytical testers

vision enhancers

idea stimulators

product developers

scrap reducers

feasibility testers

service providers

Pressure Sensitive  
Solutions

DOW CORNING

GLOBAL BUSINESS GROWTH SOLUTIONS

## Global Market Expansion Support

When you think of Dow Corning, you probably think of silicone release coatings and pressure sensitive adhesives. But, in reality, we can offer you a great deal more.

As a global materials manufacturer, Dow Corning possesses extensive global business experience ... especially in the opportunity-rich Asian market. By availing yourself of our experience and resources, you can significantly enhance your ability to innovate, grow your business, and drive down costs in new global business environments.

### Types of Support Available

**Trend forecasting** – consulting to help you understand and take advantage of changing global end-use performance requirements

**Raw materials resourcing** – consulting to help you identify reliable local sources of high-quality raw materials, including base papers, films, release coatings, and pressure sensitive adhesives

**Local formulations** – proven silicone release coating and pressure sensitive adhesive formulations designed especially to meet local regulatory, processing, and end-use performance requirements

**Custom blending** – pre-blending of multi-component materials to help you reduce processing steps as well as handling, storage, and container disposal costs

**Manufacturing support** – consulting to help you fine-tune production conditions and quality assurance testing to upgrade product quality; assistance in identifying reliable, quality-conscious local contract manufacturers with silicone release coating and pressure sensitive adhesive application experience

**Equipment** – consulting to help you identify manufacturers of appropriate application and curing equipment, such as multi-roll coaters for the application of solventless silicone release coatings

**Technology** – consulting, training, and technical support to help you develop new products and applications, and to make the switch from solvent-based to solventless release coating technology in response to changing regulatory and performance requirements

**Business networking** – consulting; introducing you to potential business partners to help you grow your business faster in your country or other countries

**Regulatory** – consulting to help you understand local regulatory requirements; global EH&S testing support to help you satisfy regulatory agencies that your product and process comply with those requirements

## Measurable Results

With global market expansion solutions from Dow Corning, you can

- Reduce the risk associated with entering new markets
- Make more informed purchasing and business decisions; raise your confidence level
- Ensure yourself of a ready supply of top-quality raw materials
- Reduce your material transportation, inventory, and storage costs
- Improve your ability to understand and meet changing global market requirements
- Enhance your product's quality, reliability, and end-use performance
- Improve customer satisfaction
- Increase your business growth rate

## Total Solutions ... Tailored to Your Needs

Global market expansion support is only one of *many* ways Dow Corning can help you innovate, grow, and drive down costs. With decades of technological expertise, application know-how, and global industry experience, the Dow Corning team can design a unique solution – comprised of services, materials, or an integrated combination of both – tailored exactly to your needs.

Whether your company is large or small, global or regional, a startup or veteran, Dow Corning Pressure Sensitive Solutions can help you improve your operation and create value for yourself and your customers.

## For More Information

To learn more about the many ways we can help you be more successful in the pressure sensitive industry, visit our web site at [www.dowcorning.com/psi](http://www.dowcorning.com/psi).

## Tell Us What You Need

Contact your Dow Corning representative. Talk to one of our Customer Service Specialists at +1 989 496 6000. Or e-mail us at [paper.industry@dowcorning.com](mailto:paper.industry@dowcorning.com).

Tell us about your objectives for improvement and change, your issues and concerns, the opportunities you want to pursue, and the roadblocks that are standing in your way. We will listen, understand, and work together to create a solution that is exactly right for you.

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Pressure Sensitive  
Solutions

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