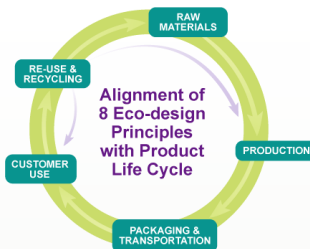


Showcasing Eco-Innovation

Cost-effective, sustainable technology for China



PRODUCTION

1. Minimize waste and consumables
2. Use renewable and reclaimed external feed stocks
3. Increase energy efficiency and reduce greenhouse gas emissions
4. Design less toxic and environmentally safer products and processes

PACKING AND TRANSPORTATION

5. Optimize packaging and transportation logistics to minimize energy and materials requirements and reduce potential for accidents

CUSTOMER USE

6. Enable use of renewable energy and raw materials
7. Enable resource conservation by customers and end-use consumers

RE-USE & RECYCLING

8. Create value from waste

Eco innovation blends Dow Corning's passion for innovation with one of our corporate values - sustainable development. It's an approach that brings together our focus on meeting our customers' needs for new environmentally compatible products and processes with our commitment to responsible management of resources.

We're using our eco-innovation model and principles to help conserve precious natural resources; rescue waste and increase use of renewable energy materials. This case study shows you how we are bringing our sustainability value to life.

Brief Description

Many label makers in China rely on solvent-based release coating systems. While these systems are effective, much of the solvent used in production is subsequently discharged into the environment. To solve this problem, Dow Corning created Syl-Off® SL 7688 Silicone Release Coating, the first 100-percent solids silicone release coating for solvent-based processing. The product has helped customers continue using proven application methods, but with much less added solvent.



Eco-Innovation – A Closer Look

Syl-Off SL 7688 Silicone Release Coating is a solvent-free product designed specifically for the China market, where solvent-based silicone release coating systems are still widely used. Traditional solvent-based release coatings contain up to 30 percent silicone solvent. Additional solvent is added until solid content reaches four to five percent during processing, and, unless the manufacturing facility has installed optional pollution control equipment, much of that solvent is discharged into the air. Since the Dow Corning product was introduced in 2006, it has kept more than 4,700 tons of solvent waste from being released into the environment – a savings that will likely double in 2008. It has also helped customers reduce their processing material costs by as much as 20 to 30 percent.

Alignment with Eco-Design Principles

Principle 1 – Minimize waste and consumables

Principle 3 – Increase energy efficiency and reduce greenhouse gas emissions

Principle 4 – Design less toxic and environmentally safer products and processes

Principle 5 – Optimize packaging and transportation logistics to minimize energy and materials requirements and reduce potential for accidents

Principle 7 – Enable resource conservation by customers and end-use consumers

Health, Environmental & Social Benefits

- Users of Syl-Off SL 7688 Silicone Release Coating have reported energy savings, improved process efficiency and increased productivity through the coating's fast, low-temperature cure performance.
- The product is safer to handle because it eliminates the use of flammable solvent in the Dow Corning manufacturing process.
- The simplified packaging reduces costs related to storage and delivery.

Value Relating to the Eco-Sustainable Attributes

Syl-Off SL 7688 Silicone Release Coating addresses a wide range of the environmental protection, safety, productivity and cost-saving issues our customers in China are facing today. It illustrates both our ability to customize our proven technology to meet local needs and our company's global commitment to sustainability.

Learn More

To learn more about sustainability in action at Dow Corning, visit <http://www.dowcorning.com/content/about/sustainability.aspx>

DOW CORNING

We help you invent the future.™