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## FOR IMMEDIATE RELEASE

### ***“Innovation and Growth in the Asian Pressure Sensitive Market”***

Asian road show organised by Dow Corning, ExxonMobil Chemical, Kroenert/BMB and UPM

**SENEFFE, BELGIUM** – Dow Corning, ExxonMobil Chemical, Kroenert/BMB and UPM are organising a road show entitled "Innovation and Growth in Asian Pressure Sensitive Market" in Asia. This complimentary technical seminar will be a unique opportunity to get an update of the latest technological developments in the pressure sensitive adhesive (PSA) industry. This consolidated effort among these key global industry leaders represents their desire to share information with the Asian community, offering the “touring” technical seminar in three key cities:

- Shanghai October 26, 2005
- Bangkok October 28, 2005
- Guangzhou November 2, 2005

Together, they represent years of technical expertise and success to this industry. Seminar topics will specifically address the themes of paper, silicone, PSA and coating equipment.

“It is a unique experience that four leading suppliers are able to develop a program that provides value to the customer, yet allows each company to focus on their individual skills and capabilities. It reflects a way to do business differently in the future”, said Heikki Hyvarinen, new Marketing Manager at UPM.

Luc Dusart, Global Marketing Manager for Dow Corning, comments “There is a high demand for technical information in the Asian market. This consolidated effort on technical seminars provides the opportunity for Dow Corning, ExxonMobil Chemical, Kroenert/BMB and UPM to definitively underline their commitment to the Chinese and Asian markets.”

"In a fast growing Asian label market, this seminar is a perfect time for label customers to learn about the benefits of hot melt technology. It offers high formulation flexibility, aggressive tack, fast pick up on equipment, resistance to humidity, and a broad range of applications and service temperatures." said Jean-Pierre Forey, Global Marketing Manager for the Adhesion Industry Business Unit, ExxonMobil Chemical.

During the seminar, participants will learn about:

- The innovations in glassine backing and facestock (UPM)
- Recent advances in silicone release coating technology (Dow Corning)
- Performances of PSA, specifically hot melt PSA (ExxonMobil Chemical)
- The latest coating techniques and coating equipment (Kroenert/BMB)

Each of the four companies is looking forward to a close co-operation with their Asian customers and developing long-term business relationships based on trust and creativity.

Dow Corning provides performance-enhancing solutions to serve the diverse needs of more than 25,000 customers worldwide. A global leader in silicon-based technology and innovation, they offer more than 7,000 products and services. Dow Corning is equally owned by The Dow Chemical Company and Corning, Incorporated. More than half of Dow Corning's annual sales are outside the United States. For more information about Dow Corning's products and services for the pressure sensitive industry, please visit [www.dowcorning.com/psi](http://www.dowcorning.com/psi).

UPM is one of the world's leading producers of printing papers and the clear market leader in magazine papers. The Group's turnover in 2003 was EUR 10 billion, and it has 34,000 employees. UPM's main products include printing papers, converting materials and wood products.

ExxonMobil Chemical is the leading supplier of polymers and Escorez™ hydrocarbon tackifying resins to the adhesion industry with a particular focus on hot melt pressure sensitive adhesives (HMPSA). Environmentally friendly technology, hot melt PSA based on Escorez™ tackifiers fulfil the most stringent requirements of label systems.

Kroenert/BMB and Drytec (Kroenert Group) is one of the leading suppliers of coating and laminating equipment. Whether it is paper, film or foil to be coated, laminated, lacquered or waxed, the Kroenert Group has over 100 years of experience in developing and building complete lines as well as single machine components. The Kroenert Group supplies successfully and world-wide state of the art technology, machines and process know-how to meet a wide variety of customer requirements. More over, the Kroenert Group also offers in their in house Technology Center two High Speed Pilot coating lines in working widths of up to 1300mm for conducting trials as well as training for their customers.

For more **information on this Asian Tour Seminar** contact one of the following:

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