

# FOAM EXPO

North America

**2<sup>nd</sup> annual****March 6 - 8, 2018****Novi, Michigan, USA**

# show preview

North America's **leading exhibition and conference**  
for the technical foam manufacturing supply chain

**18****Exhibitor Spotlight**

Joe Rapp,  
President & CEO,  
Amcor Inc

**20****Three-day, two-track  
manufacturing  
and applications  
conference****26****Speaker Interview**

Dr Hamdy Khalil,  
Senior Global Director for  
Advanced Technologies  
and Innovation,  
Woodbridge Foam  
Corporation

**FREE-TO  
-ATTEND**  
EXHIBITION &  
CONFERENCE

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**Smartershows™**

# FOAM EXPO

## North America

# networking receptions

## Tuesday March 6

Expo Hall – 4:00pm – 5:30pm

## Wednesday March 7

Expo Hall – 4:00pm – 5:30pm

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## welcome from the event director

**H**ello and welcome to  
Foam Expo 2018,  
the second edition  
of the only exhibition,  
conference and  
networking event for the  
technical foams industry.



Being held March 6-8 in Novi, MI, Foam Expo is a free-to-visit event. I invite you to meet colleagues from North America, Europe and Asia who share an interest in – and are leading the development and marketing of – the latest innovations in advanced and technical foam materials and products.

Foam Expo offers you direct contact with the engineers and executives who produce materials and products used in automotive, aerospace, construction, medical, packaging, and sports and leisure. You'll see exhibitions of materials and products that set new standards across a wide range of applications. Our aim is to give the technical foams industry the stage it truly deserves. If you are involved in the purchasing, integration, manufacture or supply of materials, products or equipment, you can be certain that your suppliers, customers, competitors and peers will all be at the show!

Sessions within the dual-track Conference @ Foam Expo will feature presenters and companies at the forefront of innovation in the sector. Equally importantly, the event provides an atmosphere designed to promote productive networking among peers, industry leaders, and prospective customers and strategic partners, creating an unmatched business opportunity for all those that buy from or sell to foam materials and product manufacturers.

This preview will help you plan your visit and arrange meetings with the exhibitors. Registering for the exhibition is free, so please do so by visiting **www.foam-expo.com**.

From the entire team at Foam Expo and Smarter Shows Ltd, we look forward to seeing you in Novi, MI at Foam Expo 2018.

**Jamie Reid**

Event Director

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## show organizer



**Smartershows™**

Smarter Shows Ltd  
132 Queens Road, Brighton,  
East Sussex, BN1 3WB, UK  
[www.smartershows.com](http://www.smartershows.com)

## Disclaimer:

Smarter Shows reserves the right to change event proceedings and scheduling at any time. Please visit **www.foam-expo.com** for the most up-to-date information.



# floor plan & exhibitor listings



| Exhibitors                                     | Booth |   |      |   |      |
|--|-------|---|------|---|------|
| Dow Chemical Company                           | 549   | King Industries                         | 126  | Royal Adhesives                               | 448  |
| 3M   | 605   | Konal Automated Systems Inc             | 540  | Royal Technologies Corporation                | 902  |
| A.S. Enterprises                               | 356   | KRACHT CORP                             | 422  | Rubatex                                       | 733  |
| Acme-Hardesty Company                          | 338   | Krauss-Maffei Corporation               | 315  | Rubberite Cypress Sponge                      | 717  |
| Acmos Inc                                      | 444   | KristoFoam Industries Inc               | 718  | Rubberlite Incorporated                       | 223  |
| Action Fabricators Inc                         | 518   | Kurtz Ersä                              | 531  | Saint Gobain Tape Solutions                   | 801  |
| Adhesive Applications                          | 103   | Lear Corporation                        | 339  | SAIP  | 228  |
| Advanced Cellular Technologies                 | 809   | Lever Manufacturing Corp                | 141  | Schaetti America Inc.                         | 132  |
| Aerofam USA LLC                                | 822   | Lien A - America's Latex                | 750  | Schap Specialty Machine                       | 257  |
| Aftech (Advanced Fabricating Technology)       | 922   | Linsels Inc                             | 627  | Schmitz Foam Products                         | 352  |
| AIS Automation Systems Inc                     | 355   | MACRO POP ENGINEERING                   | 331  | Seal King Ind Co Ltd                          | 834  |
| Alantum Corporation                            | 239   | Mactac LLC                              | 919  | Seal Methods Inc                              | 749  |
| Alba Tooling & Engineering Inc                 | 825   | Magnum Tapes & Films                    | 123  | Sealed Air                                    | 846  |
| Alber Bandknives - Rudolf Alber GmbH & Co KG   | 632   | Manufacturers Supplies Company          | 701  | Sekisui Plastics USA Inc                      | 1113 |
| ALS Ltd  | 849   | Maquinol / Joao Oliveira Lda            | 748  | Sekisui Products LLC                          | 960  |
| AM Rubber & Foam Gaskets Inc                   | 634   | Marian Inc                              | 644  | Sekisui Voltek LLC                            | 853  |
| Amercor Inc                                    | 719   | Mega Master Technology                  | 217  | Self SL                                       | 818  |
| American & Schoen                              | 213   | MHR Inc                                 | 731  | Shurtape Specialty Coating                    | 837  |
| American Excelsior Company                     | 211   | Midway Rotary Die Solutions             | 233  | Signet Mills                                  | 940  |
| Ames Europe Enschede B.V                       | 455   | Mitsubishi Gas Chemical America Inc     | 143  | Silicone Engineering Ltd                      | 334  |
| APPLE STEEL RULE DIE CO                        | 1105  | Miyahara Rubber Industry Co Ltd         | 807  | Siltech Corporation                           | 222  |
| Applied Products Inc                           | 944   | Monmouth Rubber & Plastics Corp         | 928  | Simmons Knife & Saw                           | 918  |
| Aramco   | 1001  | Muller Textiles                         | 817  | Sitola Corp                                   | 653  |
| Argent International Inc                       | 1021  | Nam Liong Enterprise Co Ltd             | 117  | Sonoco Protective Solutions                   | 911  |
| Armancell LLC                                  | 639   | NCFI Polyurethanes                      | 411  | Spray Polyurethane Foam Alliance (SPFA)       | 917  |
| ASCO CARBON DIOXIDE INC                        | 454   | NCFI Polyurethanes                      | 511  | Spunfab Adhesive Fabrics                      | 445  |
| Aspen Technologies                             | 131   | Neos Manufacturing America Inc          | 800  | SRP Standard Rubber Products Co               | 321  |
| Associated Pacific Machine Corp                | 737   | Novostrat Sp. z o.o.                    | 255  | Stoner Molding Solutions                      | 850  |
| ATP Adhesive Systems AG                        | 316   | Novostrat Sp. z o.o.                    | 255  | Styropek USA                                  | 847  |
| Avangard Innovative                            | 1122  | Oak Ridge Foam & Coating Systems Inc    | 1118 | Sunstar Engineering Americas                  | 946  |
| Avery Dennison Corporation                     | 618   | Orafol Americas                         | 728  | Super Brush                                   | 401  |
| Axel Plastics Research Labs                    | 333   | Otto Bock Polyurethane Technologies Inc | 449  | Superior Felt                                 | 802  |
| Barber Packaging Company                       | 739   | P. Bjerre Inc                           | 748  | Sustainable Materials for Transportation Expo | 760  |
| Baumer of America Inc                          | 328   | Pace Converting Equipment Company       | 141  | Talmolder Inc                                 | 1010 |
| Bergad Specialty Foams & Composites            | 615   | Packaging Products Inc                  | 101  | TBP Converting                                | 238  |
| Berry Plastics                                 | 337   | Palziv                                  | 349  | TEC MAC Srl                                   | 357  |
| Bloom Foam                                     | 745   | Pasquato SNC                            | 112  | Technifab Inc                                 | 431  |
| Bostik Inc                                     | 302   | Plastics Unlimited Inc                  | 240  | Tekspan de México SA de CV                    | 434  |
| Brooklyn Products International Inc            | 921   | Plastomer Corporation                   | 104  | Ten Sheeg Machinery Co Ltd                    | 710  |
| Braker Corporation                             | 908   | PLI USA                                 | 916  | Tennessee Tool & Fixture                      | 1117 |
| Bruno Associates                               | 433   | Polycell Korea Corporation              | 128  | Tenow Inc                                     | 1022 |
| C3 Corporation                                 | 305   | Polymer Specialties Inc                 | 119  | TeraMatrix, a division of Luna                | 543  |
| Cannon USA Inc                                 | 207   | Polyurethane Process Industries LLC     | 202  | Tesa Tape Inc                                 | 645  |
| Catalytic Products International               | 124   | Practix Manufacturing LLC               | 700  | THERMAGREEN ENVIRONMENTAL                     | 432  |
| CCT  | 722   | Precision Blades Inc                    | 201  | Three-Sixty Solutions Inc                     | 1127 |
| Chemours Company                               | 1008  | Preco Inc                               | 113  | Toray Plastics (America) Inc                  | 648  |
| Chem-Trend LP                                  | 729   | Pregis Corporation                      | 539  | Toyo Quality One Corporation                  | 711  |
| Chi Meng Industry Co Ltd                       | 726   | Prochimir Inc                           | 538  | Troy Polymers Inc                             | 109  |
| Chromaflo Technologies Corp                    | 900   | Protechnic SA                           | 311  | Ttarp Company                                 | 141  |
| CMC Cevenini USA LLC                           | 405   | PU Mix Technologies Srl                 | 702  | UFP Technologies                              | 601  |
| CMS North America Inc                          | 1103  | PURCRAFT                                | 1132 | Ultra-Fresh                                   | 744  |
| Cold Jet                                       | 611   | PURPLAN USA Inc                         | 625  | Unique Fabricating Inc                        | 933  |
| Commodore Technology                           | 743   | Quantachrome Instruments                | 343  | United Gasket Corporation                     | 118  |
| CONCENTROL                                     | 114   | Ram Technologies Inc                    | 204  | United Soybean Board                          | 107  |
| Con-Tek Machine                                | 649   | Rampf Group                             | 427  | Vigurs Technologies Inc                       | 854  |
| Conversion Technologies International          | 547   | RCO Engineering                         | 100  | Viking Pump                                   | 550  |
| Coroplast Tape Corporation                     | 460   | RECTICEL                                | 527  | VPC Group                                     | 412  |
| CROMA Foam Processing Technologies             | 1133  | Relco Inc                               | 927  | W. KÖPP GmbH & Co KG                          | 1025 |
| Cross Technologies Group Inc                   | 116   | Reliant Machinery USA                   | 130  | Wanner Engineering/Hydra-Cell                 | 553  |
| Crown Foam Technologies                        | 647   | Remington Products Company              | 437  | Wilson Manufacturing Co                       | 1019 |
| Custom Foam Systems                            | 833   | REMPAC Foam                             | 938  | Winboss                                       | 439  |
| DAFA US Inc                                    | 108   | REPI LLC                                | 521  | Windpact                                      | 811  |
| DCS USA Corporation                            | 332   | Reverie PDX                             | 545  | Wintech Engineering                           | 145  |
| Decofelt Corporation                           | 1017  | REX Performance Products                | 309  | Wise Manufacturing Inc                        | 950  |
| Deep Springs Technology                        | 320   | Rogers Corporation                      | 1018 | WM.T. Burnett & Co                            | 631  |
| Delta ModTech                                  | 241   | RotoMetrics                             | 416  | Wood Industries Inc                           | 140  |
| Delta Urethanes                                | 816   |   |      | Woodbridge Foam Corporation                   | 301  |
| DEMAND PRODUCTS INC                            | 232   |   |      | Worldcell Extrusions                          | 220  |
| Derby Fabricating Solutions                    | 115   |   |      | Worldwide Foam Ltd                            | 214  |
| DER-TEX Corporation                            | 643   |   |      | XOnano Smartfoam                              | 1020 |
| DIGA SA de CV                                  | 229   |   |      | YONGJIA Polyurethane Co Ltd                   | 859  |
| Domfoam Inc                                    | 137   |   |      | Zhuohai Newcean Foam Technology Co Ltd        | 819  |
| Dongguan Guangmai Electronic Technology Co Ltd | 135   |   |      | Zone Enterprises                              | 453  |
|  |       |   |      | Zotefoams Inc                                 | 808  |
|  |       |   |      | Zund America                                  | 754  |

View the latest exhibitor list online at [www.foam-expo.com/exhibitor-list](http://www.foam-expo.com/exhibitor-list)



# reasons to attend

1

**Meet over 300 leading suppliers** from each segment of the foam manufacturing supply chain in one place

2

**Two-track, three-day conference** packed with sessions exploring manufacturing processes, foam applications, design, innovation and market trends. Sessions are free with a visitor pass!

3

**Exclusive attendee networking events** connecting you with senior executives and technical leaders from across the entire technical foam manufacturing industry

4

**Gain comprehensive insights** into the latest foam technologies and materials

5

**Get a unique overview of the wide variety of foam materials** for lightweighting, sound and shock absorbing, and thermal applications in technical industries

6

**Participate in interactive, high-level discussions** on global trends driving the foam industry, such as sustainability and lightweighting

7

**Learn** about application development, material requirements and testing best practices from end-user industry experts, and find out how these could be transferred to your technical application

8

**Benefit from quick and efficient insights** into foam material offerings available in the marketplace: their properties, performance, efficiencies and what specifications they meet

9

**See live product demonstrations** on the exhibition floor and put your questions to the manufacturers or suppliers

10

**Drive growth for your business** and be one of the first to learn about innovations and investment opportunities

1



2



3





# product showcase

Foam Expo highlights the very latest innovation, solutions and developments in foam materials and manufacturing technologies. Over the three days, you are invited to see 12 live demonstrations taking place around the hall showcasing a mixture of foam products including adhesives, plus thermal testing, resilience of engineered polyurethane products and conductivity of testing foams.

## Day one Tuesday March 6

11:00am



**Thermal conductivity testing of foams via ASTM C518 using new Netzsch HFM 446 heat flow meter Booth: 1015**

The operation of the new Netzsch HFM 446 heat flow meter for thermal conductivity measurements of foams will be demonstrated. A measurement will be run and the features of the easy-to-use SmartMode software shown on a touchscreen computer. The instrument conforms to ASTM C518 and other similar standards.

**Alexander Frenzl, Business Field Manager - Glass, Ceramics and Building Materials, Netzsch Instruments North America LLC**

12:00pm



**Cutting equipment for converting flexible PU foams, PE, EVA, cellular rubber, rubber and similar materials on standalone machines or highly automated cutting lines Booth: 622**

FK will demonstrate: contour cutting with suitable tools, depending on the material; horizontal splitting of thin sheets out of harder materials up to 70 Shore A hardness; contour cutting with continuous bandknife via oscillating knife to an abrasive wire to cut all qualities depending on the hardness, density, width, length, etc; efficient and accurate production of single sheets, contour parts, roll goods, etc.

**Francis Pinckers, Vice President, Fecken-Kirfel GmbH & Co KG**

2:00pm



**Long-life, deep-rout rotary die Booth: 233**

Optimizing die design and web processes for efficient rotary cutting of closed- and open-cell foam, to deliver desired product shape and tolerances while achieving high operation speed with effective waste removal.

**Mike Fitchett, Sales Director, Midway Rotary Die Solutions**

3:00pm



**Raid-M handheld chemical detector Booth: 908**

The RAID-M is an ion mobility spectrometer that detects and identifies certain toxic chemical vapors at ppb levels within seconds. It can specifically detect TDI, HDI and other compounds in real time. The speed, sensitivity and reliability provide for actionable information for safety and health with minimal required resources.

**Frank Thibodeau, Vice President for Business Development, Bruker Corporation**

3:30pm



**XT High Performance Rubber Adhesive Tapes Booth: 919**

Ideal for a wide variety of construction fastener applications, XT High Performance Rubber Adhesive Tapes from Mactac Technical Tapes Products offer increased customization and versatility for construction industry manufacturers, distributors and end users. The tapes feature Mactac's aggressive yet versatile MPXT593 rubber adhesive.

**Speaker TBC, Mactac LLC**

## Day two Wednesday March 7

11:00am



**Material characterization of foams using the DSC 214 Polyma (differential scanning calorimeter) Booth: 1015**

Automated DSC measurement and analysis of foams will be demonstrated. A measurement will be run and the features of the easy-to-use AutoEvaluation and Identify will evaluate and interpret unknown DSC curves.

**Alexander Frenzl, Business Field Manager - Glass, Ceramics and Building Materials, Netzsch Instruments North America LLC**

12:00pm



**HyPUR-cel/Visco-cel (relative resilience) Booth: 223**

Rubberlite will demonstrate the relative resilience of its engineered polyurethane products. It will simulate a test method for measuring resilience, and measure samples from very low (viscoelastic) to very high (resilient) for comparison. A steel ball will be dropped on the various foams from approximately 4ft.

**Jeffrey D Goad, VP Polyurethanes, Rubberlite Inc**

2:00pm



**Engineering and manufacturing of components for the automotive, industrial and appliance industries Booth: 933**

The company's solutions comprise multi-material foams, rubber and plastic components utilized in noise, vibration and harshness (NVH) management, acoustical management, water and air sealing as well as air distribution, decorative and other functional applications. Unique leverages proprietary manufacturing processes including die-cutting, thermoforming, compression molding, fusion molding and RIM polyurethane.

**Brad Hazen, VP Business and Molded Product Development, Unique Fabricating Inc**

3:00pm



**XOnano Smartfoam measures impact forces and events while also providing high-performance impact protection Booth: 1020**

Taekwondo vest - XOnano Smartfoam enabled a sparring vest created by one of its clients, 2020 Armor, that measures impact severity and frequency to enable Mortal Combat-like gaming capabilities in martial arts. The vest measures each impact event and is used in one- and two-player modes to train martial arts athletes.

**Jake Merrell, President, XOnano Smartfoam**

3:30pm



**Volatile organic compound (VOC) testing Booth: 345**

Volatile organic compounds (VOCs) are present in all natural and synthetic materials, and many of these VOCs can be quite harmful to humans. Intertek helps companies across many diverse industries measure and identify the nature of their VOCs.

**Taylor Gebben, VOC Chemist, Intertek**

## Day three Thursday March 8

11:00am



**Zotefoams manufacturing process Booth: 808**

Zotefoams offers physically expanded, closed-cell, cross-linked foams that are different from all the other closed-cell, cross-linked foams in the world.

**Mike Roedersheimer, Director of Sales and Marketing, Zotefoams Inc**

12:00pm



**VPX 36-61 - vertical CNC blade contour saw Booth: 245**

ESCO's patent-pending second generation of high-speed CNC vertical contour machines: the VPX 36-61 CNC blade contour saw is a fast and compact vertical CNC foam saw for processing blocks or stacks of sheets of foam or non-woven products. The VPX is a cost-effective and robust contour saw for very high-output foam fabrication applications.

**Rick Hungerford Jr, President & CEO, Edge Sweets Company (ESCO)**

# featured innovation

## AmexCoat adds strength and integrity

**A**merican Excelsior's AmexCoat is a new coating system that can be applied to most of the company's flexible foam products where comfort, protection or cushioning are required. AmexCoat adds strength and integrity to the foam while providing a high-end, washable finish that is reusable and provides longer product life compared with most fabrics.

In addition to being durable, AmexCoat finishes are available in standard colors of blue and gray, but can be formulated to custom colors with minimum production requirements. American Excelsior's unique process can also eliminate the need for fabric covers, which can become soiled and/or absorb contaminants that may collect in the fabric stitching. The company can even customize the appearance to a satin look or to a brilliant high-gloss finish to give products an impressive sheen.

AmexCoat coatings can be found in such applications as: medical for positioning or medical pads; recreational for specialty indoor/outdoor uses; marine for flotation pads; athletic for such items as gymnastic equipment; and multiple other uses and markets. In addition, an antimicrobial additive is available, which helps reduce the growth of mildew and bacteria. If you want your product to have a durable, washable, attractive outer covering without fabrics, AmexCoat is your answer.

Visit American Excelsior Company at Booth 211

## Full-sized simulated automobile that displays twin shape duct technology

**U**nique Fabricating Inc's booth will feature a full-size simulated automobile that displays the company's TwinShape duct technology.

This technology offers OEMs major weight savings of up to 85% over conventional hard plastic molded ducts. In addition, the technology offers less moisture collection, which improves performance. Another major advantage is much lower tooling costs.

Unique Fabricating representatives will be available on the booth to discuss TwinShape applications as well as other technologies and capabilities that the company offers its customers.

Visit Unique Fabricating Inc at Booth 933



## New water-based mold releases match solvent-based materials

**H**ightower Products LC will be promoting a new line of water-based mold releases for flexible foam at Foam Expo 2018.

This chemistry is unique in several respects compared with all other water-based mold releases on the market. The most important features are as follows:

- Lower cost per pound than traditional solvent-based materials. There is no cost penalty to significantly reducing VOCs
- Mold buildup similar to solvent-based materials
- Foam quality equal or superior to that made with solvent-based materials

These characteristics are achieved with the use of proprietary manufacturing equipment that in essence allows Hightower to emulsify solvent-based chemistry.

Although functional water-based chemistry has been available for many years, Hightower Products believes that its new products take the performance from 'functional' to equaling solvent-based materials.

Visit Hightower Products at Booth 517



## Self-sensing piezoresponsive smart foam replaces 'dumb' material

**X**Onano Smartfoam replaces high-cost and inflexible sensors with a self-sensing piezoresponsive smart foam, substituting 'dumb' material with 'smart' material. By replacing regular foam with smart foam material, XOnano Smartfoam can monitor impacts in ways never before imagined. The XOnano Smartfoam solution empowers customers to gather data through technologically advanced foam sensors that are not as bulky or complex as sensors currently on the market. XOnano aims to be the future of all data gathering - the company is the 'Intel Inside' of everything foam.

XOnano works with select partners to manufacture XOnano Smartfoam, combining XOnano's sensing capability with some of the most advanced foams in the world. XOnano Smartfoam is available in a wide range of densities and dimensions so that it can be adapted to customers' specific requirements. It has been developed into products ranging from beds to taekwondo scoring vests. XOnano is dedicated to helping its customers develop smarter, better-connected products.

Visit XOnano Smartfoam at Booth 1020

xonano  
Smartfoam





## The interior and engine compartment – growing differentiators for car makers

**F**oams are among the most versatile materials in today's automotive interiors industry and essential to create a unique experience for drivers and passengers. They can be endlessly tailored using a number of processing technologies to create specific aesthetic and tactile effects for seating covers and accessories, headliners and door panels. They can be used to create silencing and sealing components that reduce cabin noise and enhance comfort. They can also be produced to meet specific demands with regard to VOC emissions and flammability.

Recticel, one of the largest flexible polyurethane foam manufacturers and a leader in low-level VOC emissions products, offers a unique range of solutions for the automotive interior and engine compartment.

Some solutions provide dust, air and liquid sealing around doors, between the engine and cockpit and throughout HVAC systems. Others absorb and isolate noise and vibration and protect vital cables and wiring. Specific products for firewall pass-through applications combine acoustic and sealing benefits. The portfolio also includes comforting and sensing solutions for seating covers and accessories, headliners and door panels, developed to provide tactile pleasure and visual enjoyment. All of these materials meet the automotive market's strictest technical requirements.

Discover what foam can do. Visit Recticel at Booth 527, where the company will also show how it is transforming the world of industrial equipment and consumer goods.

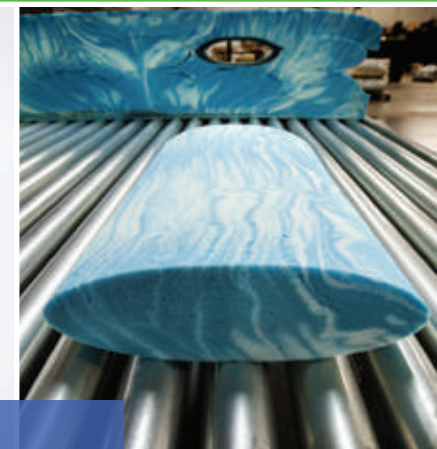
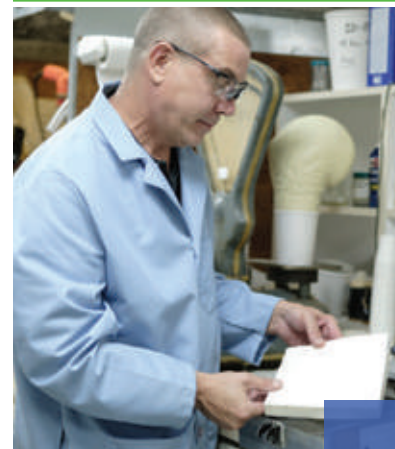
**Visit Recticel at Booth 527**



“

The portfolio also includes comforting and sensing solutions for seating covers and accessories, headliners and door panels, developed to provide tactile pleasure and visual enjoyment

”



### NCFI POLYURETHANES

Custom formulates and produces America's favorite rigid and flexible foams, 4G Integral Skins, and Elastomers.



**NCFI SOLUTIONS**  
CUSTOM FORMULATED URETHANES

**Booth #411**

**NCFI CONSUMER PRODUCTS**  
FLEXIBLE FOAM SOLUTIONS

**Booth #511**

## Sekisui Products changes the game with low-VOC, high-quality adhesives

**S**ekisui Products LLC is proud to showcase the 5782 PSA adhesive tape that is a perfect fit for all interior areas of a car. This double-faced adhesive readily adheres to molded resin products and polyurethane foams while conforming to JIS Z 0237 standard. It has excellent adhesion and repulsion resistance, along with better cold adhesion performance than current products on the market today.

5782 PSA is more than just a secure adhesive for foam products; it's also environmentally friendly and provides support for automobiles that is safe for the whole family. It contains low VOC (volatile organic compounds) and has a nearly non-existent odor compared with its competitors. 5782 PSA is also free from 13 sick house syndrome chemical substances that are harmful to the human body.

5782 PSA is a globally distributed, versatile product that is just what your new car needs.

**Visit Sekisui Products LLC at Booth 960**

**SEKISUI**

## Fast, sensitive, reliable TDI detection using ion mobility technology

**B**ruker will feature the RAID-M handheld chemical vapor detector, which uses ion mobility technology to detect TDI, HDI and other chemicals at 1 ppb in real time. In 2017 Bruker conducted a case study on the detection of TDI in foam factories using the RAID-M. A copy of the study will be available at the company's booth. The case study shows the clear effectiveness, speed, sensitivity and reliability of the RAID-M in detecting TDI. The five-second response of the RAID-M for TDI emissions at or below 1 ppb is unprecedented. The case study also includes a comparison with the industry-standard colorimetric instrument. Using the RAID-M at various foam factories that manufacture molded and slabstock products enabled Bruker to enhance the detector's graphic user interface and datalogger to read in ppb.

The RAID-M is an extremely rugged instrument that can be used in practically any environment. It has been Hazmat certified for Class 1, Div 2. It is easy to use, and requires almost no maintenance and no calibration, with an expected lifetime exceeding 10 years in a foam factory. The RAID-M currently features two onboard customizable libraries, with the newer model offering five libraries by the middle of 2018.

**Visit Bruker Corporation at Booth 908**

**BRUKER**



**Manufacturers Supplies Co.**  
DIELESS CUTTING | DIE CUTTING | SLITTING | REWINDING | LAMINATING  
Specialists in Precision Cutting & Converting Technologies  
Providing Solutions Since 1907  
**VISIT US AT BOOTH 701**

Flashcut SPEEDY Series, Flashcut EASY Series, Flashcut FLEX B Series, 3-Axis CNC Traveling Heads, Manual Traveling Heads, Swing Beam Chockers, Full Head Beams, Automatic Lathe Slitters, Slitters-Rewinders, Laminating Systems, Multi-Shaft Lathe Slitters, Rotary + CO2 Laser Cutting, Flat Bed + CO2 Laser Cutting, Flat Bed Die Cutting, Guillotine Cutting.

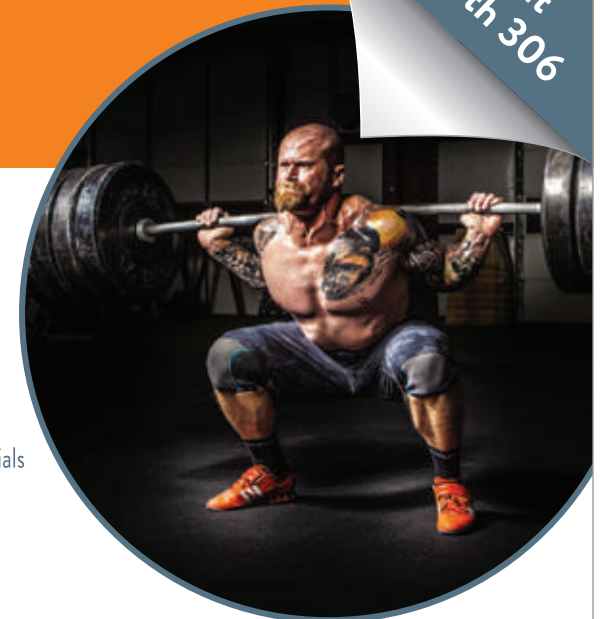
**ATOM**, **FEBA SRI** (www.febsri.com)

## A HercuLean Achievement: Replacing Wood with Foam

**HERCULEAN™**

- Ultra dense but extremely lightweight
- Able to laminate with a variety of composite materials
- Large seamless panels
- Water, mold and mildew resistant
- Standard processing equipment to wood
- 100% Recyclable
- Made in USA

[www.nomaco.com/herculean/](http://www.nomaco.com/herculean/)



**Visit Booth 306**

**NOMACO**



# product news

## Combi testers for durability and compression testing

**S**chap Specialty Machine Inc has developed two combination testers to serve mattress manufacturers, retailers and test labs. The first is a fully automated Cornell tester, built to ASTM F1566 and running without any additional operator involvement. This new Cornell tester performs durability tests and IFD-type compression tests, all on the same machine.

The second machine is a combination rollator/IFD tester that will allow rollator tests to be conducted with automatic compression tests at specified intervals without any additional operator involvement.

These testers complement Schap's other IFD, foam fatigue and roller shear testers. They are all designed, built and supported in the USA.

**Visit Schap Specialty Machine at Booth 257**



## PE block foams perfect for interior PCAS for the automotive and packaging industries

**W**. Köpp GmbH & Co KG is a leading manufacturer and processor of cellular rubber, polyethylene foam and sponge rubber. At Foam Expo North America the company will show its complete portfolio of closed-cell rubber made from EPDM, natural rubber and CR.

It will also exhibit a variety of PE block foams including flame-retardant, conductive and static dissipative in addition to standard grades from 20kg/m<sup>3</sup> to 65kg/m<sup>3</sup>. Emitting virtually no VOCs or odors, this PE is perfect for interior parts for the automotive and packaging industries.

W. Köpp will also introduce the world's first EPDM-PE blend, which is thermoformable.

All block dimensions are in line with the US standard.

**Visit W. Köpp GmbH & Co KG at Booth 1025**



## 103 years' experience in the polyurethane market

**K**racht Corp, based in Maumee, OH, is the US subsidiary of Kracht GmbH, a 106-year-old manufacturing company based in the Sauerland city of Werdohl, Germany. Kracht produces high-quality pumps, flow meters and microcontrollers that are second to none in the worldwide polyurethane market.

Kracht pumps are suitable for pressure to 200 bar and are used for dosing, recirculating, filling and transfer applications. The pump displacements range from 0.5cc/rev to 1056cc/rev and are suitable for use with filled and unfilled polyols, isocyanates (MDI, TDI) and silicones. They feature high efficiency, noise optimization and robust construction that lead to a long service life.

The Kracht flow meter program includes the VC gear type, VCA/VCN/VCG gear type and SVC screw type suitable for low- and high-pressure polyurethane systems up to 400 bar; the flow rate range is 0.008 to 3,750 l/min. The measuring accuracy is 0.3% of readout with repeatability of 0.1%.

Kracht offers electronics for use with Kracht flow meters, which provide output signal conditioning and flow and mixture ratio display for one or several components, control output for one or several components, and shot size measurement.

**Visit Kracht Corp at Booth 315**



## Hydra-Cell Metering Solutions Model P200 from Wanner Engineering provides accurate metering for polyurethane foam production

**H**ydra-Cell Model P200 metering pumps provide accurate, precision metering and linear, virtually pulse-free flow (without the use of expensive pulsation dampeners) for polyurethane foam processors. They employ optional variable frequency drive (VFD) electronic flow control and exceed API 675 performance standards for steady-state accuracy ( $\pm 1\%$ ), linearity ( $\pm 3\%$ ) and repeatability ( $\pm 3\%$ ). The seal-less design and horizontal check valve orientation provide superior handling of abrasives and particulates.

The Hydra-Cell P200 can be used to pump blowing agents for rigid foam production; to pump catalysts and additives into the production process for soft polyurethane; and to pump polyols, isocyanates or additives for the production of hard or dense polyurethane.

Maximum flow rate of the P200 is 81.0gph. Models are available with either metallic (2,500psi pressure rating) or non-metallic (250 and 350psi pressure ratings) pump head materials. A variety of construction materials are available, including PTFE and elastomeric diaphragms. The small footprint of the P200 enables it to save considerable floor space and offer a lower initial investment compared with conventional metering pumps with the same capacities.

**Visit Wanner Engineering/Hydra-Cell at Booth 553**



## Foam cutting and handling tech improves production capability

**D**emand Products is excited to attend Foam Expo for the second year. The company will feature a variety of foam cutting and foam handling technologies from blade cutting and wire cutting to foam recycling solutions.



Demand Products is the exclusive North American distributor of FEMA Italian Cutting Systems, a premier designer and manufacturer of top-quality CNC cutting systems, whose cutting machines, vertical band saws, convolvers and more excel at cutting expanded polystyrene, soft foams and semi-rigid foams with a sharp focus on precision, speed and quality.

Demand Products is also the exclusive North American distributor of Megaplot CNC wire cutting machines. Megaplot's innovative line of CNC hot wire foam cutting technology creates a wide variety of 3D shapes and profiles. The new Open Concept platform allows users to work with oversized blocks of material for even greater production capabilities.

Demand Products' Badger Foam Recycling machines process a variety of foam materials through shredding, heat densification or cold compaction. The company can show you how to convert your foam scraps into a revenue stream while diverting foam waste from landfills.

**Visit Demand Products Inc at Booth 232**

## Engineered elasticity for strength and vibration mitigation

**W**hether you need a gasket that won't tear or break down, or a material to mitigate vibration, Getzner USA, the world market leader in the engineered elasticity field, has a range of solutions to meet your needs.

For example, if you're having issues with your current gasket tearing or taking on a set - for example, in a breaker box where the gasket is constantly being opened and closed - Getzner has a gasket material that solves those problems. The company's Sylodyn GC closed-cell polyurethane provides unmatched durability, adhesion and strength and offers uncompromised resistance against the elements as well as chemicals, considerably reducing the need for replacement.

Another issue you may be facing is building vibration due to the installed equipment amplifying and transmitting structure-borne noise. By reducing vibrations, the mechanical system is quieter and can yield longer service life of the machines and equipment, as well as the surrounding area. Getzner's Sylomer and Sylodyn materials yield reduced structure-borne noise, fewer maintenance costs, improved customer satisfaction and flexibility.

**Visit Getzner Werkstoffe GmbH at Booth 420**



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# exhibitor spotlight



**Joe Rapp**  
President & CEO  
**Amcor Inc**

Joe began his career over 40 years ago as an engineer with DuPont, where he worked with dozens of companies to advance foam technology in polystyrene, polyethylene, polyurethane, polyester, and many other thermoplastic and thermoset polymers. In the mid-1980s he became CEO of a small company, which he grew until it was acquired by Tenneco (currently Pactiv and Pregis). After this acquisition, Joe started Amcor Inc, which is a one-stop supplier to the foam industry. With operations around the globe, Amcor manufactures custom additives and polymers, chemical and physical blowing agents, as well as film and bags.

## What products will you be featuring at the show this year and what response are you expecting?

Our primary focus is our new high melt strength polymers for structural foam applications. These systems are designed by Amcor to enable our customers to produce extremely tough, lightweight, cost-effective foam products. We will also feature foam surface enhancers, proprietary gas diffusion agents and unique rheology modifiers. We anticipate that many new projects will develop from the discussions that take place at the show this year.

## Why are you exhibiting and what connections do you hope to make there?

We hope to expand the awareness of what is feasible in terms of product, process and equipment, so the market for foam continues to expand.

“Amcor develops several new products each month for our customers' specific needs; however, we will continue to advance structural foam technologies. Our research department has a pipeline of material science breakthroughs to replace mature markets such as wood and steel”

## Which customer or market demands were the biggest drivers of your company's growth during the past three years?

Amcor's new technologies have allowed our customers to produce low-cost substitute products for mature markets like wood. Our innovations also help foamers stay well ahead of market changes and regulations to have some renewable content in their products. Some OEMs even demand it.

## Do you anticipate that those demands will continue to be your biggest growth drivers for the next three years, or are you anticipating new trends?

As the foam industry gains knowledge of these new Amcor technologies, and the unique/disruptive products they enable, we anticipate rapid adoption and growth across many end-market segments.

## What are your areas of R&D focus, and what timeline do you anticipate for bringing your next new products to market? Can you tell us anything about those products?

Amcor develops several new products each month for our customers' specific needs; however, we will continue to advance structural foam technologies. Our research department has a pipeline of material science breakthroughs to replace mature markets such as wood and steel.

## What new trends do you anticipate and what market demands do you see evolving/changing over the next five years?

We believe that many products currently manufactured from steel and wood are going to be replaced by foam, made using our latest developments.

## What would you say are the key challenges and opportunities currently faced by the industry?

Decades ago, many companies had large foam research departments, but this is not the case today. The challenge is to convince the industry that we are once again at the forefront of a new era, and that those companies willing to develop new products, for new applications, can once again achieve very profitable growth.

**Amcor Inc is exhibiting at  
Foam Expo Booth 719**

**REGISTER  
FOR FREE**  
[www.foam-expo.com](http://www.foam-expo.com)





# FOAM EXPO CONFERENCE

**W**elcome to the second Conference @ Foam Expo. This year, the agenda has an increased focus on **sustainability, recycling, lightweighting and product optimization** in addition to exploring the many potential applications of foams. The at-a-glance agenda on the next pages will offer you a sneak preview of what you can expect at the show this coming March 6-8.

On Tuesday March 6, the conference will open with the Leaders Debate. This year a cross-market panel of **thought leaders from foam material suppliers of open-cell, closed-cell and bead foams** will discuss the status and the future of the foam industry. A new feature at the conference this year, **Sli.do**, will allow you to get involved by posing your questions to the panel via your handheld device.

The rest of the day is split across two tracks: Track One, dedicated to **promoting the adoption of sustainable materials** in foam production, and Track Two, which covers the **critical role additives play in optimizing foam performance**.

Day Two, Wednesday March 7, sees the return of the applications track, where end users and foam material suppliers review the application of foams in **sound, vibration and shock absorption as well as thermal management applications**. Track Two is all about foam converting and fabrication best practice and covers a range of **processes for different foam densities and chemistries**.

Finally, the last day of the conference is not to be missed. Track One will feature two blockbuster sessions on the **potential for foams in lightweighting** efforts in the automotive and aerospace industries and Track Two will offer key insights on the **changing recycling landscape and strategies for building a foam recycling supply chain**.

FREE TO  
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## 5 reasons why you should be there:

- Attend North America's only **free-to-attend two-track conference** on market trends, manufacturing challenges and opportunities for all technical foam applications
- Meet and connect with over 60 leading industry experts from companies including: **Ford Motor Company, Nitto Denko, Woodbridge Foam Corporation** and **Avery Dennison**
- **Learn from end-user industry experts** on application development, material requirements and testing best practice and how this could be transferred to your technical application
- Take part in **interactive, high-level discussions** on the global trends driving the foam industry, such as sustainability and lightweighting
- **View thousands of products on the exhibition floor** and meet hundreds of potential partners and suppliers

## Featured speakers:



ADIENT

**Patricia McClarren,**  
Manager Urethane  
Technology Center,  
Adient



Ford

**Alper Kiziltas,**  
Research Scientist, Sustainable  
Biomaterials and Plastics,  
Ford Motor Company



HAECO  
AMERICAS

**Jose Pevida,**  
Senior Vice President of  
Engineering,  
HAECO Cabin Solutions



Nitto

**Sharil Patrale,**  
Acoustics Engineer,  
Nitto Denko



SUB-ZERO

**Michael Spindler,**  
Senior Manufacturing Engineer,  
Sub-Zero Group Inc



DART

**Michael Westerfield,**  
Corporate Director of  
Recycling Programs,  
Dart Container Corporation



UNIVERSITY OF  
TORONTO

**Omar Faruk,**  
Adjunct Professor,  
University of Toronto



covestro

**Haakan Jonsson,**  
Chief Operating Officer,  
Covestro LLC



DOW

**Anand Sundaresan,**  
Global Business Director, Polyols,  
Dow Polyurethanes,  
The Dow Chemical Company



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**Dimitrios Dounis,**  
Vice President of Technology,  
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**Shashank Modi,**  
Research Engineer,  
Center for Automotive Research



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**David Miller,**  
Senior Vice President Technology,  
Woodbridge Foam Corporation

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# day one

## Tuesday March 6

| Plenary (Track 1 Stage)   |  |  |  |
|---|--|--|--|
| <div>10:00am - Leaders Debate</div> <div>Outlining Industry Trends in Open-Cell, Closed-Cell and Beaded Foam Markets to Identify Technology Innovation</div> <div>IDTechEx // Woodbridge Foam Corporation // JSP // Zotefoams plc</div> |  |  |  |
| 11:00am Break   |  |  |  |
| Track 1: Sustainability   |  | Track 2: Optimizing Foam Quality Through Additives |  |
| 11:15am   | Sustainability is not a Choice...It is a Necessity<br>Woodbridge Foam Corporation  | 11:15am  | Achieving Microbial and Fungal Resistance Through Additives<br>Thomson Research Associates   |
| 11:45am   | Improving Bio-based and Hybrid Material Performance for Continued Industry Adoption<br>Woodbridge Foam Corporation // Sealed Air Corporation // Ford Motor Company // Emery Oleochemicals // DuPont Industrial BioSciences | 11:45am  | Ensuring Foam Quality Whilst Improving Flammability Ratings of Foams with Flame Retardants<br>JSP // Omya Inc // Central Michigan University   |
| 1:00pm Lunch  |  |  |  |
| 2:00pm  | Evaluating Developments in the Polycarbonate (CO <sub>2</sub> ) Polyols Market for the Polyurethane Industry<br>NCFI // Aramco Performance Materials // Covestro LLC // Ford Motor Company                                 | 2:00pm   | Utilizing Additives for Insulation Value Optimization with Hydrofluoroolefin Blowing Agents<br>BASF Corporation // Momentive // Evonik Corporation // Sub-Zero Group Inc // The Chemours Company LLC |
| 3:15pm Break  |  | 3:30pm Break                                       |  |
| 3:30pm  | Foaming of Polymer Composites: Processing-Testing-Properties<br>University of Toronto  | 3:45pm   | 5x5: Reviewing Additive Technology Offerings<br>BASF // King Industries // The Dow Chemical Company // Amcor Inc   |
| 4:00pm  | Title to be Confirmed<br>The Dow Chemical Company  |  |  |
| 4:30pm End of Day 1 followed by Networking Reception  |  |  |  |

# day two

## Wednesday March 7

| Track 1: Sound, Thermal and Shock Absorption Applications         |   | Track 2: Foam Converting and Fabrication Best Practice                                |   |
|---|---|---|---|
| 10:00am   | Examining Foam Performance Requirements for Noise Vibration Harshness (NVH) / Buzz Squeak Rattle (BSR) Mitigation in Automotive Applications<br><b>Kolano and Saha Engineers Inc // Nitto Denko // Aeero Technologies LLC, a 3M Company // Brüel &amp; Kjær</b> | 10:00am   | Molding Best Practice for Quality Control<br><b>Fenner Precision // Custom Foam Systems Ltd // Chem-Trend LP</b>  |
| 11:15am Break   |   | 11:00am Break   |   |
| 11:30am   | Reviewing Insulative and Conductive Properties of Foams for Thermal Management Applications<br><b>Spray Polyurethane Foam Alliance // Newell Brands</b>   | 11:15am   | Selecting the Right Cutting Process for Different Foam Materials to Optimize Quality and Cost of Part<br><b>JSP // Midway Rotary Die Solutions // Manufacturers Supplies Company // Baumer of America // Associated Pacific Machine</b> |
| 12:30pm Lunch   |   | 12:30pm Lunch   |   |
| 1:30pm  | Reviewing Shock and Vibration Properties of Foams in Protective Applications<br><b>Windpact</b>   | 1:30pm  | 3D Printing and Foam: How the Industry Can Benefit from New Technologies<br><b>Carbon</b>   |
| 2:00pm  | Research Round-Up: Presenting Innovative Foam Research for Commercialization<br><b>Argonne National Lab // AquaFlex Holdings LLC / Palziv // University of Alberta</b>  | 2:00pm  | Outlining Key Components for Physical Foam Extrusion of Plastics<br><b>Promix Solutions</b>   |
|   |   | 2:30pm  | Optimizing Thermoforming and Extruding PLA-based Foams<br><b>100BIO</b>   |
| 3:00pm Break  |   | 3:00pm Break  |   |
| 3:15pm  | Case Study: Title to be Confirmed   | 3:15pm  | Examining Selection of Adhesives in Automotive, Appliance, B&C and Electronic Applications<br><b>Avery Dennison // Henkel Corporation // Action Fabricators Inc</b>   |
| 3:45pm  | 5x5: Showcasing Material Offerings for Application Identification<br><b>BASF // XOnano Smartfoam // Armacell LLC // Elkem Silicones // Inoac USA Inc</b>  |   |   |
| 4:30pm End of Day 2 followed by Networking Reception sponsored by |   |  |   |

# day three

## Thursday March 8

| Track 1: Lightweighting                   |   | Track 2: Developing a Foam Recycling Supply Chain: Expanded Polystyrene, Expanded Polyethylene, Expanded Polypropylene and PET |   |
|---|---|--|---|
| 10:00am                                   | Examining the Potential for Foams in Lightweighting Efforts in the Automotive Industry<br><b>AutoHarvest Foundation // Center for Automotive Research // Adient // Solvay Specialty Polymers // Covestro // Federal Mogul</b> | 10:00am  | Changing Recycling Landscape: The Effect of Chinese Import Ban on US Recycling Industry<br><b>PARC Corporation</b>              |
|   |   | 10:30am  | Developing a Foam Recycling Supply Chain<br><b>Dart Container Corporation</b>   |
| 11:30am Break                             |   | 11:00am  | Why Chemical Recycling of Polystyrene Matters<br><b>AmSty</b>   |
| 11:45am                                   | 5x5: Evaluating Technologies for Reducing Weight While Maintaining Performance<br><b>Deep Springs Technology // The Dow Chemical Company // Solvay Specialty Polymers LLC</b>   | 11:30am  | Creating a Profitable Recycling Supply Chain by Measuring, Managing and Monetizing Foam Scrap<br><b>Avangard Innovative</b>     |
| 12:15pm Lunch                             |   | 12:00pm Lunch  |   |
| 1:15pm                                    | Balancing Weight and Comfort Requirements in Aircraft Seating Applications<br><b>NCFI // HAECO Cabin Solutions</b>  | 1:00pm   | Reviewing the Development of Recycled PET for Wind Turbine Blades<br><b>Armacell LLC</b>  |
|   |   | 1:30pm   | Efficient Recycling of Automotive Foam Trim Scrap That May Contain Flame Retardants<br><b>Polyurethane Foam Association Inc</b> |
| 2:30pm Close of Foam Expo Conference 2018 |   |  |   |

Join us for the  
**networking receptions**  
Tuesday March 6  
Expo Hall – 4:00pm – 5:30pm  
Wednesday March 7  
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# speaker interview



## Dr Hamdy Khalil

Senior Global Director for  
Advanced Technologies  
and Innovation

**Woodbridge Foam  
Corporation**

### HOW OPEN INNOVATION PROMOTES SUSTAINABILITY WITHIN THE FOAM VALUE CHAIN

Conference producer Fleur Jonker speaks to Hamdy Khalil, Senior Global Director for Advanced Technologies and Innovation at Woodbridge Foam Corporation, about promoting sustainability within the foam value chain.

Hamdy pioneered the introduction of renewables to the manufacturing of automotive interior parts, and has organized and chaired a number of national and international conferences around the world in the areas of polymers and nanotechnologies.

Aside from his role at Woodbridge, Dr Khalil is an Adjunct Professor at the University of Guelph. He is a member of the Board of Directors of The Ontario BioAuto Council and The Center for Research and Innovation in the Bio Economy (CRIBE). He is also a member of the Scientific Advisory Committee for ArboraNano, a member of the Board of Directors of Nano Ontario, and a member of the North American Industry Panel for Automotive Flexible Polyurethane Seating.

#### Please tell us about your role as Senior Global Director for Advanced Technologies and Innovation at Woodbridge. What are your key focus areas?

**Technology Scouting:** I try and keep a finger on the pulse of any developments that can improve our technological competence by attending conferences, networking and looking at the new technologies that universities and research institutes are developing.

**Innovation Management:** One of our aims is to promote open innovation and collaboration with different partners by sharing knowledge, resources and sometimes even intellectual property. This is not only to create mutually beneficial relationships to enhance our technical competence but also to promote activities relating to economic, environmental and social benefits. I believe that collaborations like this are critical to the development of our industry.

**Partner with unique technology developers around the world:** To improve technological competence and open innovation, we are actively looking to collaborate with international centers of excellence. For example, our collaboration with the Fraunhofer

“

One of our aims is  
to promote open  
innovation and  
collaboration with  
different partners by  
sharing knowledge,  
resources and  
sometimes even  
intellectual property

”

Institute as well as other organizations in the UK, Sweden, France and, of course, in Canada and the United States.

**Promote Sustainability and Circular Economy:** When I speak about sustainability I mean in terms of our chemistry. We are looking to implement reliable sustainable materials as well as materials that can be recycled over and over again either post-manufacturing or post-consumer; for example, by chemically converting polyurethane into useful components or recycling plastics like PET.

#### You have had an impressive career championing sustainability in automotive interior parts. What has been the biggest personal achievement in your career?

Being the first to introduce bio-based polyol to the global auto industry, which was a collaboration with Cargill Corporation; they convert soybean oil to polyol and we used it as an additive in the PU foam, substituting some of the petrochemical-based polyol. Cargill was the first company to introduce biopolyol derived from soybean oil to the market back in 2004. The challenge was to harmonize the reaction profiles of petroleum-based polyol and soybean-based polyol. This collaborative effort with Cargill was a clear example of open innovation to create new materials and new knowledge to reduce the carbon footprint. Our work became the benchmark for interior automotive parts manufacturing.

#### What are the key drivers behind the sustainability efforts in foam manufacturing, and who is driving these efforts?

The sustainability efforts in the foam industry are driven by the automotive OEMs. Each automotive company has a clear sustainability strategy: Ford, Volkswagen, Toyota, BMW, GM, Chrysler, all of them have responded to the public's demands for reduced carbon footprint. The demand for renewable and sustainable materials in this case is driven by the consumer. It is not 100% about cost but also about corporate social responsibility.

It is important to note that regardless of the current political environment, the automotive industry will continue to forge ahead with the sustainable strategy and is working with the supply chain community to significantly reduce the carbon footprint.

The strategy for implementation is to entice the supply chain to provide renewable and sustainable components by making it the norm for Tier 1s and 2s and further downstream to have some renewable content in their products. Some OEMs even demand it.

#### In your opinion, what are the key challenges and where do you see opportunities?

The cost of renewable and sustainable materials is one of the key barriers, and the answer lies in upscaling and innovative processing. The OEMs should encourage scale-up and the producers of bio-based materials should invest in larger production facilities and secure resources by ensuring that the technology is available at an attractive cost. Also, to ensure that there is no interference in the human food chain, there should be a clear directive that the renewable and sustainable material be derived from non-food sources.

A great example of this can be found in the recent collaboration between the two chemical giants BASF and Covestro, who developed environmentally clean/clear automotive coating for Audi. Neither company needed the help of anybody, but Covestro had a piece of technology that complemented BASF's technology and they came together and collaborated. This goes to show that even the large companies are seeking collaborative innovation to support the sustainability strategy of the OEMs, and I think this is a great example of open innovation.

## DON'T MISS

**Dr Hamdy Khalil speaking at Foam Expo  
Conference on Keynote Sustainability at 11:15am  
and Improving Bio-based and Hybrid Material  
Performance for Continued Industry Adoption  
at 11:45am on Tuesday March 6, 2018**

# essential contacts

Meet all these companies and more. See full exhibitor listings at [www.foam-expo.com/exhibitor-list](http://www.foam-expo.com/exhibitor-list)

## Acmos Inc



ACMOS is a reliable partner for release agents and processing aids for industrial applications. R&D and production are headquartered in Germany with technically experienced and highly motivated staff offering local service to more than 7,000 customers worldwide. Learn more about the company's high-performance products and excellent customer service.

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Booth Number: 444

## American Excelsior Company



American Excelsior has facilities in Ohio, Illinois, Wisconsin, Washington and Texas and salespeople across the country to ensure that the company's products and people are always close at hand. Capabilities include molding and fabricating of a vast number of polyurethane, polyethylene, cross-links and many other flexible foams.

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E: [kstarrett@americanexcelsior.com](mailto:kstarrett@americanexcelsior.com)  
W: [www.americanexcelsior.com](http://www.americanexcelsior.com)  
Booth Number: 211

## Applied Products Inc



Applied Products is an industry-leading supplier of high-performance, pressure-sensitive adhesives to many OEM industries, including HVAC, construction, automotive and appliance manufacturing. It delivers cost-effective, high-quality and sustainable adhesive products engineered to meet the needs of each customer's unique processes.

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T: +1 815 633 3825  
E: [jack@appliedproductsinc.com](mailto:jack@appliedproductsinc.com)  
W: [www.appliedproductsinc.com](http://www.appliedproductsinc.com)  
Booth Number: 944

## Bergad Specialty Foams & Composites



Bergad's mission is to 'exceed, not meet', whether it relates to physical foam properties or clients' expectations. Although its business practices are dedicated to financial responsibility, its manufacturing processes are dedicated to providing the highest-quality, American-made flexible foam solutions in the industry for a fraction of its competitors' prices.

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T: +1 724 763 2883  
E: [rblockston@bergad.com](mailto:rblockston@bergad.com)  
W: [www.bergad.com](http://www.bergad.com)  
Booth Number: 615

## Berry Plastics



Berry Global is a manufacturer of broad platform of engineered adhesive tape solutions for mounting, bonding, laminating, and protecting. With premium brands including Adchem, Polyken, Patco, and Ludlow, Berry offers broad selection of adhesive technologies including acrylics, rubber, silicone, and polyurethane. Visit the Berry booth to learn more.

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E: [jimshort@berryplastics.com](mailto:jimshort@berryplastics.com)  
W: [www.berryplastics.com](http://www.berryplastics.com)  
Booth Number: 337

## Commodore Technology



With over 35 years' expertise in foam, Commodore Technology provides production-tested manufacturing equipment and consulting services specializing in extrusion and thermoforming. Commodore also aids customers by increasing efficiencies and reducing the cost of foam production, partnering with them to grow their operations on a global scale.

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## Elkem Silicones USA Corp



Elkem Silicones is one of the world's leading fully integrated silicone suppliers with manufacturing sites and R&D centers around the globe. It offers a complete range of Bluesil™ products customized to meet your sealing, bonding and protection application needs.

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W: [www.silicones.elkem.com](http://www.silicones.elkem.com)  
Booth Number: 1102

## Chemours Company



The Chemours Company (formerly DuPont Performance Chemicals) provides foam blowing agents that deliver superior insulating performance with excellent environmental properties. Its Opteon 1100 blowing agent combines energy efficiency, extended shelf life and very low global warming potential, making it a sustainable solution for the industry. Commercial quantities are available.

1007 Market Street, Wilmington, DE, 19899, USA  
T: +1 302 773 1000  
E: [joyce.c.wallace@chemours.com](mailto:joyce.c.wallace@chemours.com)  
W: [www.chemours.com](http://www.chemours.com)  
Booth Number: 1008

## Cross Technologies Group Inc



Cross Technologies Group is a custom manufacturer of mold release agents for every polyurethane molding application. Release-Rite® release agents provide solutions for flexible foam, rigid foam, footwear, elastomer, insulation foams, in-mold paint applications, integral skin, RIM, seating and more. Release-Rite® products utilize cutting-edge chemistry to provide exceptional efficiency.

1210 Manufacturers Drive, Westland, MI, 48186, USA  
T: +1 248 915 9207  
E: [tbrown@crosschemical.com](mailto:tbrown@crosschemical.com)  
W: [www.crosschemical.com](http://www.crosschemical.com)  
Booth Number: 116

## Foam Seal Inc



Foam Seal Inc manufactures a comprehensive line of custom engineered PVC foam and foam tapes to provide an economical solution to your most demanding sealing and cushioning requirements. These closed-cell PVC foams can be manufactured with or without adhesive.

5109 Hamilton Ave, Cleveland, OH, 44114, USA  
T: +1 800 380 0138  
E: [hthiele@novagard.net](mailto:hthiele@novagard.net)  
W: [www.novagard.com/foam-seal](http://www.novagard.com/foam-seal)  
Booth Number: 815



## Gasket Fabricators Association (GFA)

The Gasket Fabricators Association (GFA) strives to help members be innovative, profitable and successful by aligning them with the top management of major fabricators and suppliers in the industry, and by giving them ready access to the technical knowledge they need to keep their businesses ahead of the curve.

994 Old Eagle School Road, Suite 1019, Wayne, PA, 19087-1866, USA  
T: +1 610 971 4850  
E: [pete@gasketfab.com](mailto:pete@gasketfab.com)

W: [www.gasketfab.com](http://www.gasketfab.com)

**Gasket Fabricators Association (GFA) is a  
Supporter of Foam Expo**



## Hightower Products

Hightower Products is a family-owned business based in Fenton, Michigan. Its product line consists of zero-VOC water-based, co-solvent, high solids solvent-based and traditional solvent-based formulations. It also designs and builds specialized equipment to apply, dilute and monitor the mold release being used in customers' plants.

2040 W Thompson Road, Fenton, MI, 48430, USA

T: +1 888 858 1550

E: [okkauserud@hightowerproducts.com](mailto:okkauserud@hightowerproducts.com)

W: [www.hightowerproducts.com](http://www.hightowerproducts.com)

**Booth Number: 517**



## Intertek

Intertek Total Quality Assurance expertise, delivered consistently with precision, pace and passion, enables customers to power ahead safely. The company's material testing expertise is recognized by leading manufacturers worldwide for evaluating how their products and services meet and exceed quality, safety, sustainability and performance standards.

45000 Helm Street, Suite 150, Plymouth, MI, 48170, USA

T: +1 734 582 2949

E: [Michael.hartson@intertek.com](mailto:Michael.hartson@intertek.com)

W: [www.intertek.com](http://www.intertek.com)

**Booth Number: 345**



## King Industries

King Industries Inc is a leading manufacturer of additives for the coatings, adhesives, sealants, elastomers and lubricants industries. The company's dedication to technical service and global compliance allows it to provide reliable, high-performance, innovative products worldwide.

Science Road, Norwalk, CT, 06852, USA

T: +1 203 866 5551

E: [dthomas@kingindustries.com](mailto:dthomas@kingindustries.com)

W: [www.kingindustries.com](http://www.kingindustries.com)

**Booth Number: 126**



## Midway Rotary Die Solutions

Midway Rotary Die Solutions builds trust based on the longest-running, highest-performance fully hardened tool steel rotary dies in the industry. Its dies are fit for the most abrasive, tight-tolerance, demanding applications. Midway optimizes die design, material, heat treat, cryogenic treatment, machine sharpening and waste removal to enhance customers' yields and quality.

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E: [info@midwayrotary.com](mailto:info@midwayrotary.com)

W: [www.midwayrotary.com](http://www.midwayrotary.com)

**Booth Number: 233**



## Nova Chemicals Inc

Nova Chemicals is a leading producer of plastics and chemicals that make everyday life safer, healthier and easier. Its employees develop and manufacture materials for customers worldwide who produce consumer, industrial and packaging products.

400 Frankfort Road, Monaca, PA, 15061, USA

T: +1 720 903 0968

E: [steve.abeyta@novachem.com](mailto:steve.abeyta@novachem.com)

W: [www.novachem.com](http://www.novachem.com)

**Booth Number: 203**



## Palziv

Palziv North America provides chemically cross-linked Fuzion rolls and Vizion buns that offer superior consistency and performance. Palziv is an internationally renowned manufacturer of polyethylene foams, and has been providing R&D and production solutions to markets in North America, Europe and Israel for the past 40+ years.

Palziv NA North American Headquarters, 7966 NC 56 Hwy, Louisburg, NC, 27549, USA

T: +1 919 497 0010

E: [tlehnertz@palzivna.com](mailto:tlehnertz@palzivna.com)

W: [www.palziv.com](http://www.palziv.com)

**Booth Number: 349**



## Prochimir Inc

Prochimir develops and produces multilayered adhesive and barrier thermoplastic films. They ensure a high bonding of any substrate onto foams and bring a waterproof barrier if necessary. For acoustics purposes, the company's micro-perforated films could be another technical solution.

200 E Big Beaver Road, Troy, MI, 48083, USA

T: +1 248 878 4642

E: [j.bruneteau@prochimir.fr](mailto:j.bruneteau@prochimir.fr)

W: [www.prochimir.com](http://www.prochimir.com)

**Booth Number: 538**



## Wanner Engineering/ Hydra-Cell

Wanner manufactures Hydra-Cell seal-less pumps for accurate metering and superior handling of abrasive particulates. They are ideal for transferring, spraying, and injecting and mixing isocyanates, polyols, blowing agents, catalysts, additives, acids and deionized water. They provide linear, virtually pulse-free flow and can run dry without damage, with no leak path and low maintenance.

1204 Chestnut Ave, Minneapolis, MN, 55403, USA

T: +1 612 332 5681

E: [twest@wannereng.com](mailto:twest@wannereng.com)

W: [www.wannereng.com](http://www.wannereng.com)

**Booth Number: 553**



## PolySearch Recruiting

PolySearch Recruiting is the industry leader with 30 years' experience in the placement of professionals within the polyurethanes, chemicals and plastics industries. It has a solid reputation for making the right fit between employers and potential clients.

PO Box 245, Northeast Harbor, ME, 04662, USA

T: +1 207 475 5164

E: [meg@poly-search.com](mailto:meg@poly-search.com)

W: [www.poly-search.com](http://www.poly-search.com)



## SRP Standard Rubber Products Co

SRP is an industry leader in custom fabrication and converting of all non-metallic materials. Since 1951, the company has provided custom die-cutting services to companies in diverse industries, fashioning customer-specified materials into predefined shapes and sizes. It is a preferred converter for 3M, Rogers Corp and Rubberlite Inc, with facilities worldwide.

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T: +1 847 5935 630

E: [nickg@srpco.com](mailto:nickg@srpco.com)

W: [www.srpco.com](http://www.srpco.com)

**Booth Number: 321**



## Woodbridge Foam Corporation

The Woodbridge Group offers innovative urethane and particle foam technologies to the automotive, heavy construction and protective packaging industries. Since 1978, the company has grown to over 8,000 professionals and skilled teammates in over 60 facilities throughout North and South America, Europe and Asia Pacific.

4240 Sherwoodtowne Blvd, Mississauga, ON, L4Z 2G6, Canada

T: +1 905 896 3882 x3002

E: [cynthia\\_emili@woodbridgegroup.com](mailto:cynthia_emili@woodbridgegroup.com)

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# useful information

## Registration, Exhibition & Conference Opening Times

### Tuesday March 6

|                        |                  |
|------------------------|------------------|
| Registration Hours     | 9:00am – 5:30pm  |
| Exhibition Hours       | 9:30am – 5:30pm  |
| Conference @ Foam Expo | 10:00am – 4:30pm |
| Drinks Reception       | 4:00pm – 5:30pm  |

### Wednesday March 7

|                        |                  |
|------------------------|------------------|
| Registration Hours     | 9:00am – 5:00pm  |
| Exhibition Hours       | 9:30am – 5:30pm  |
| Conference @ Foam Expo | 10:00am – 4:30pm |
| Drinks Reception       | 4:00pm – 5:30pm  |

### Thursday March 8

|                        |                  |
|------------------------|------------------|
| Registration Hours     | 9:00am – 3:00pm  |
| Exhibition Hours       | 9:30am – 3:00pm  |
| Conference @ Foam Expo | 10:00am – 2:30pm |

## Venue

Hall B & C, Suburban Collection Showplace, 46100 Grand River Ave, Novi, MI 48387, USA.

[www.suburbancollectionshowplace.com](http://www.suburbancollectionshowplace.com)

## Travel

Visit [www.foam-expo.com/information](http://www.foam-expo.com/information) for full directions and information on complimentary shuttle services.

## Hotels

Discounted hotel rates are available for attendees. Visit [www.foam-expo.com/hotels](http://www.foam-expo.com/hotels) for more details and to book.

## Parking

There is a dedicated parking area at the Suburban Collection Showplace. The cost to park is \$5.00 per day, per car. Your pass allows in and out privileges throughout the day.

## Taxi Services

Novi Taxi Cab – +1 248 666 0222  
Novi Cab Company – +1 248 666 2110  
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Always Transportation – +1 248 752 3382

## Contact Us

Jamie Reid – Event Director  
132 Queens Road, Brighton, BN1 3WB  
US toll free: +1 855 436 8683  
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We are excited to announce the official launch of Foam Expo Europe and Sustainable Materials for Transportation Expo, both taking place October 16-18, 2018 in Hanover, Germany. Following major success and acclaim in North America, Foam Expo will launch in Europe - bringing with it industry expertise, innovative new products, live demonstrations and unparalleled networking opportunities.

Foam Expo Europe will showcase all types of foam and raw materials used in the manufacture of foam and foam-related products. The exhibition will profile molded, rigid and flexible foam solutions utilizing materials ranging from urethanes to elastomeric materials such as rubber and PVC, as well as a full range of equipment and machinery manufacturers plus a wide range of foam service providers.

Foam Expo Europe is co-located with Sustainable Materials for Transportation Expo (SMT 18) - the focused meeting place where sustainable material manufacturers and any company involved in the advanced sustainable material supply chain can engage with the full spectrum of transportation industry buyers and partners.

The combined expos will feature a three-day, free-to-attend exhibition with 300+ exhibiting companies, an integrated two-track conference agenda and upwards of 4,000 attendees. With more than 70 booths already sold before the official launch date, the new Europe-based expos are set to be the latest success story added to the Smarter Shows collection.

To find out more about participating in Foam Expo Europe or Sustainable Materials for Transportation Expo, contact our team today using the details below:

**Foam Expo Europe:**

Event Director: Jamie Reid  
Email: [info@foam-expo.eu](mailto:info@foam-expo.eu)  
Phone: +44 1273 916 301  
Website: [www.foam-expo.eu](http://www.foam-expo.eu)

**Sustainable Materials for Transportation Expo:**

Exhibition Manager: Alex Oliver  
Email: [info@smt-expo.eu](mailto:info@smt-expo.eu)  
Phone: +44 1273 916 262  
Website: [www.smt-expo.eu](http://www.smt-expo.eu)



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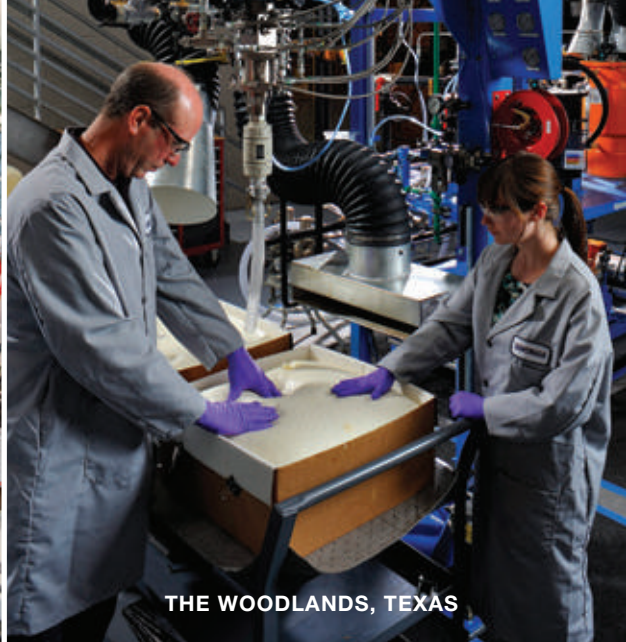
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