

## **SABIC Reaffirms Commitment to Plastics Industry with Diverse, Customer-Valued Materials Solutions Showcased in Booth W123011 at NPE 2009**

Date: 06-25-2009 07:09 PM CET

Category: [Tourism, Cars, Traffic](#)

Press release from: [SABIC Innovative Plastics](#)

Agency: **Marketing Solutions**



CHICAGO – June 22, 2009 – At NPE 2009, SABIC today launched its latest material solutions designed to help customers around the globe meet today’s most pressing demands and challenges. In multiple sectors worldwide, SABIC’s expansive product portfolio is helping to drive environmental responsibility, penetrate new markets and application areas, and enable customers to differentiate their products, all while increasing productivity and reducing manufacturing costs. SABIC’s impressive display here in booth W123011 showcases an array of new breakthrough end products from its co-development efforts with leading OEMs – such as Ford, Samsung, Motorola, and Toyota – underscoring how the company continues to be the supplier of choice among many of the world’s top global brands.

“Our commitment to the plastics industry and our customers is unshakeable; clearly evidenced by the aggressive steps we are taking to continue accelerating the development of newer and better sustainable, high-performance, top-quality materials,” said Charlie Crew, president and chief executive officer, SABIC Innovative Plastics. “Our goal is to catapult our materials to greater technological excellence, creating the most innovative products on the market today to help our customers succeed and grow in both existing and new sectors.”

“Our presence here at NPE not only showcases our newest technologies, but also demonstrates how SABIC is moving forward with a focused business strategy designed to help take our customers to new levels of success,” said Khaled Al-Mana, vice president, Polymers, SABIC. “Across the company, we are broadening the capabilities of our materials, up-engineering our polymers to deliver new-generation global solutions, and anticipating and addressing the next industry trends and customer needs. Our approach is solid, our vision is clear and our position will continue to grow.”

A major booth highlight is Motorola’s revolutionary new MOTO™ W233 Renew mobile phone – the world’s first certified carbon-neutral device. The result of a long-standing, collaborative relationship between Motorola and SABIC Innovative Plastics, the new phone uses a customized grade of Lexan® EXL resin made with a significant amount of post-consumer plastic content.

Another booth highlight from SABIC Polymers are two new bimodal, high-density polyethylene (HDPE) grades – SABIC®

PE 100 and SABIC PE 80 HD resins – for plastic pipe applications. Long a proven, preferred and widely used technology in Europe, these new resins are making their North American debut here at NPE as part of SABIC's strategy to be a leading global supplier of these materials for high-pressure pipe products used in potable water, gas, oil, mining, and large-scale sewage systems.

Also featured at the SABIC booth are new cutting-edge Ultem\* composites, foam and fiber for new choices in ultra-high flame-smoke-toxicity (FST) performance, extreme toughness, and lighter weight. New LNP\* specialty compounds reinforced with natural fibers, as well as a new virtually unbreakable bus driver safety shield using Lexan polycarbonate glazing with Exatec\* E900 plasma coating, are also being featured. The world renowned, award-winning Hyundai QarmaQ Advanced Technology Demonstration Vehicle – sporting sustainable horizontal body panels made with Xenoy iQ\* resin and Valox iQ\* resin – is also on display.

Another SABIC showpiece at NPE 2009 is the Lincoln MKT concept car. This revolutionary concept design features six of the company's environmentally progressive thermoplastic materials for several key components. These include:

- Xenoy iQ and IXIS\* resins for the vehicle's hood
- Lexan GLX resin with Exatec coating technology for the roof and decklid
- Lexan EXL resin for the instrument panel (with integrated airbag)
- Xenoy iQ resin for the decklid appliqué and the front and rear energy absorbers
- Flexible Noryl\* resin for underhood and internal wire coating
- Noryl GTX\* resin for the fenders

#### SABIC Solutions for Sustainability

SABIC is showcasing an array of new sustainable, environmentally progressive products and applications that offer customers new material solutions that meet eco-conscious consumer demand.

- Recycled carpet made with Valox iQ resin – As a critical additive to recycled nylon fiber, Valox iQ resin is highly effective in dispersing pigment throughout the polymer melt. It provides stain resistance and color enhancements for the fiber in a new line of industrial and residential carpet made from up to 100-percent, post-consumer recycled (PCR) content.
- Lexan Constant Clear film for freezer and refrigerated cases – This clear, anti-fog film is being used by leading supermarkets to cut electricity costs for heating freezer and refrigerator doors, thereby reducing energy bills. Stores can significantly reduce power consumption while achieving excellent anti-fog performance for a better shopping experience.
- New solutions for automotive components – SABIC technologies as replacements for traditional materials are featured in a variety of automotive parts. These include: Xenoy iQ resin for the Nissan Infinity's fenders; the newly launched SABIC STAMAX resin for the Ford Fiesta's front end; Noryl GFN resin for hybrid vehicle battery casings; and clear Lexan resin for automotive sunroof glazing, together with Xenoy blackout resin and protection provided by Exatec coating for ultra durability.
- AC power cords made with Flexible Noryl resin – Flexible Noryl resin provides a solution to major consumer electronic companies looking for alternatives to polyvinyl chloride (PVC)/halogenated cable systems. Flexible Noryl has been specifically designed to meet the regulatory requirements for wire and cable insulation, jacketing and plugs – offering a complete sustainable solution.
- Gocycle® electric bicycle – SABIC Innovative Plastics' tough, lightweight LNP Verton\* specialty compound replaces metal in many gear and wheel components of this innovative, fold-up bicycle, making it ideal for urban commuting.

#### SABIC Solutions for System Cost Reduction

To help customers achieve productivity gains by cutting overall costs, SABIC is exhibiting diverse materials technologies that can optimize processing, eliminate secondary operations and boost quality for reduced scrap.

- Ford Mustang instrument cluster – SABIC Innovative Plastics' Visualfx\* Geloy\* resin eliminates the need to apply costly

paints that are harmful to the environment, while providing the metallic sparkle effect desired for automotive interior components.

- Casio Exilim™ EX-FH20 digital camera housing – SABIC Innovative Plastics' LNP Faradex\* NS07330 specialty compound offers exceptional electromagnetic/radio frequency interference (EMI/RFI) shielding capabilities in thin-wall designs, and can eliminate secondary shielding operations and boost the yield of housing components to help cut overall system costs.

#### SABIC Enabling Technologies

By improving performance and aesthetics, enabling new designs, and supporting new molding techniques, SABIC materials help customers develop and manufacture products that stand apart from the competition.

- Samsung ToC TV front bezel – Lexan extremely high-flow resin enables thin-wall molding for lighter weight, while delivering a high-gloss finish for beautiful aesthetics.
- SEB Actifry low-fat frying pan – Flame-retardant Ultem resin provides a unique combination of properties for the pan base, including easy processing, compliance with U.S. Food & Drug Administration (FDA) food contact requirements and the required 5VA listing for UL94. Without Ultem resin, the ActiFry could not have been marketed in the United States.
- Lexan OQ sheet – With the highest optical quality of any sheet product available today, this material enables lamination customers to provide crystal-clear laminated products for safety and security applications.

#### Customer Seminars

As part of its NPE offering, SABIC is hosting a series of 30-minute seminars on a range of topics designed to help customers be more successful. These include innovative materials and processing techniques, healthcare, metal replacement, and sustainability. These sessions will be held in a special theater in the SABIC booth.

For additional information on SABIC Innovative Plastics' advanced materials technologies, please go to [www.sabic-ip.com](http://www.sabic-ip.com).

#### About SABIC

Saudi Basic Industries Corporation (SABIC) ranks among the world's top five petrochemical companies. The company is among the world's market leaders in the production of polyethylene, polypropylene and other advanced thermoplastics, glycols, methanol and fertilizers.

SABIC recorded a net profit of SR 22 billion (US\$ 5.86 billion) in 2008. Sales revenues for 2008 totaled SR 151 billion (US\$ 40.2 billion). Total assets stood at SR 272 billion (US\$ 72.5 billion) at the end of 2008.

SABIC's businesses are grouped into Chemicals, Polymers, Performance Chemicals, Fertilizers, Metals and Innovative Plastics. SABIC has significant research resources and has 15 dedicated Research and Technology and application centers in the Middle East, the Americas, Europe and Asia-Pacific. The company operates in more than 40 countries across the world with 33,000 employees worldwide.

The company has 20 world-scale complexes in Saudi Arabia. Elsewhere, SABIC manufactures on a global scale in the Americas, Europe and Asia Pacific. SABIC's overall production has increased from 35 million metric tons in 2001 to 56 million metric tons in 2008.

Headquartered in Riyadh, SABIC was founded in 1976 when the Saudi Arabian Government decided to use the hydrocarbon gases associated with its oil production as the principal feedstock for production of chemicals, polymers and fertilizers. The Saudi Arabian Government owns 70 percent of SABIC shares with the remaining 30 percent held by private investors in Saudi Arabia and other Gulf Cooperation Council countries.

## About SABIC Innovative Plastics

SABIC Innovative Plastics is a leading, global supplier of engineering thermoplastics with a 75-year history of breakthrough solutions that solve its customers' most pressing challenges. Today, SABIC Innovative Plastics is a multi-billion-dollar company with operations in more than 25 countries and over 9,500 employees worldwide. The company continues to lead the plastics industry with customer collaboration and continued investments in new polymer technologies, global application development, process technologies, and environmentally responsible solutions that serve diverse markets such as automotive, electronics, building & construction, transportation, and healthcare. The company's extensive product portfolio includes thermoplastic resins, coatings, specialty compounds, film, and sheet. SABIC Innovative Plastics ([www.sabic-ip.com](http://www.sabic-ip.com)) is a wholly owned subsidiary of Saudi Basic Industries Corporation (SABIC), one of the world's top five petrochemicals manufacturers.

## About SABIC Americas

SABIC Americas, Inc. (SAI) is a wholly-owned United States subsidiary of SABIC. It was incorporated in Delaware in 1987 with offices in Connecticut, and its commercial offices moved to Houston in 1998. Today, SAI manages sales, marketing, business development, and research and technology throughout the Americas.

SABIC Americas is a leading provider of chemicals, fertilizers, and polymer products to industries throughout the USA, Canada, Mexico, Central America, South America and the Caribbean. SAI also operates its own Research and Technology Center in Sugar Land, Texas, a state-of-the-art petrochemical research facility, which enables it to stay at the cutting edge of scientific advances in the industry.

###

™ MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office.

© Motorola, Inc. 2009. All rights reserved.

\* Trademarks of SABIC Innovative Plastics IP BV.

® SABIC is a registered trademark of SABIC.

\* Exatec is a trademark of Exatec, LLC.

® Gocycle is a registered trademark of Karbon Kinetics Ltd.

™ Exilim is a trademark of Casio Computer Company, Ltd.

Kevin Noels

Marketing Solutions, Bergen op Zoom,

The Netherlands

Tel: +31 164 317 011

E-Mail: [knoels@marketingsolutions.be](mailto:knoels@marketingsolutions.be)

[You can find this press release here](#)