For more information on products, innovations, expertise, and other services available to you from Dow’s Plastics business group, visit www.dowplastics.com and choose your region, or contact us as indicated below.

North America
U.S. & Canada 1-800-441-4369 1-888-832-1426
Mexico +1-800-441-4369

Latin America
Argentina +54-11-4319-0100
Brazil +55-11-5188-9000
Colombia +57-1-219-6500
Mexico +52-55-5201-4700

Europe/Middle East +800-3694-6367 +32-3-450-2240
South Africa +800-99-5078
Asia Pacific +800-7776-7776 +60-3-7958-3392

The principles of Responsible Care® and Sustainable Development influence the production of Dow literature. As a contribution towards the protection of our environment, Dow’s printed literature is produced in small quantities and on paper containing recovered/post-consumer fiber and using 100 percent soy-based ink whenever possible.

NOTE: Any photographs of end-use applications in this document represent potential end-use applications but do not necessarily represent current commercial applications, nor do they represent an endorsement by The Dow Chemical Company of the actual products. Further, these photographs are for illustration purposes only and do not reflect either an endorsement or sponsorship of any other manufacturer for a specific potential end-use product or application, or for The Dow Chemical Company, or specific products manufactured by The Dow Chemical Company.

NOTICE: No freedom from infringement of any patent owned by Dow or others is to be inferred. Because use conditions and applicable laws may differ from one location to another and may change with time, the Customer is responsible for determining whether a product and the information in this document are appropriate for the Customer’s use and for ensuring that the Customer’s workplace and disposal practices are in compliance with applicable laws and other governmental enactments. Dow assumes no obligation or liability for the information in this document. NO WARRANTIES ARE GIVEN; ALL IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE ARE EXPRESSLY EXCLUDED.

NOTICE REGARDING MEDICAL APPLICATION RESTRICTIONS: Dow will not knowingly sell or sample any product or service (“Product”) into any commercial or developmental application that is intended for:

a. long-term or permanent contact with internal bodily fluids or tissues. “Long-term” is contact which exceeds 72 continuous hours (or for PELLETHANE™ Polyurethane Elastomers only, which exceeds 30 days);

b. use in cardiovascular prosthetic devices regardless of the length of time involved (“cardiovascular prosthetic devices” include, but are not limited to, pacemaker leads and devices, artificial hearts, heart valves, intra-aortic balloons and control systems, and ventricular bypass-assisted devices);

c. use as a critical component in medical devices that support or sustain human life; or

d. use specifically by pregnant women or in applications designed specifically to promote or interfere with human reproduction.

Dow requests that customers considering use of Dow products in medical applications notify Dow so that appropriate assessments may be conducted.

Dow does not endorse or claim suitability of its products for specific medical applications. It is the responsibility of the medical device or pharmaceutical manufacturer to determine that the Dow product is safe, lawful, and technically suitable for the intended use. Dow makes no warranties, express or implied, concerning the suitability of any Dow product for use in medical applications.

Published September 2007
© 2007 The Dow Chemical Company

Your home for fresh ideas in packaging
Our quest: To be the best

The Flexible Food & Specialty Packaging Group of The Dow Chemical Company has a simple yet aggressive goal: We are on a quest to be the best supplier of resins to the flexible food packaging industry – to be the number one supplier worldwide by providing the broadest line of high performance products and services to help meet customers’ demanding needs for innovative, cost-competitive solutions.

100 years old ... and still fresh!
Dow’s 100+ years of building business relationships and consistently delivering quality, cost-efficient products has helped create a strong foundation of proven performance and customer confidence.

Today, as the unique flexible food and specialty packaging marketplace moves steadily into the twenty-first century, Dow is also pushing forward. We are committed as ever to the service of our customers around the world – responding better to your needs through fresh ideas, dedicated marketing, aggressive research, and responsive sales and technical resources that are committed to your success.

Doing business made easy
As a dedicated market supplier, we understand that your customers have very different requirements than commodity polyolefin users.

Dow can help you ramp up new opportunities quickly, and we’re also ready to discuss creative pricing options, innovative supply programs, and developmental allowances, just to name a few.

Doing business is made even easier through Dow’s commitment to e-business and a host of convenient options, such as MyAccount@Dow, a secure internet site that offers easy product ordering and tracking; Autofax invoicing to provide detailed billing automatically at time of product delivery; and Developmental Support@Dow, our secure customer extranet site dedicated to accelerating and simplifying customers’ developmental research.

When it comes to business assistance, Dow can also provide useful information on markets and trends within the packaging industry, including global market understanding and contacts.

Join our quest
The Dow plastics business group invites you to join us on our quest to be the best. We believe your business will enjoy the rewards of our mutual pursuit of success.

To discover more about what Dow has to offer you and your specialty packaging needs, contact your sales or technical service representative directly. They’ll be happy to further discuss how the quest to be the best may directly benefit your business – and tell you how you can join us on the journey.

For more literature, technical data sheets, or additional information concerning Dow products for flexible packaging in food and specialty packaging applications, visit the appropriate web site as listed on the back of this brochure.

If you are not currently working with Dow, please call The Dow Customer Information Group (CIG) for your region using the contact numbers provided on the back of this brochure. You can also visit us on the web at www.dowplastics.com.
Testing, training, and scale-up help

Food packaging has unique requirements. Dow can help with a wide variety of testing, training specifically designed for this packaging market, and equipment available to help you scale-up new packaging films. Consider these options:

- Taste and odor testing capabilities
- Analytical and gel testing
- Specialized resin training for customer’s sales and technical personnel
- Operator training
- Screw design and other mechanical recommendations
- Extrusion and fabrication consulting
- Environmental, Health, and Safety issues management
- FDA and regulatory issues assistance
- In-house developmental fabrication capabilities:
  - Blown film line
  - Cast film line
  - Extrusion coating & lamination line
  - Saran™ PVDC coextrusion blown film lab line

Such a commitment often takes new forms these days. Like embracing Six Sigma to evolve better business and manufacturing processes that can improve our efficiency, as well as our customers’. Like vigorously enforcing the tenets of Responsible Care® to help ensure the safety of our respective work forces, the communities in which we and you operate, and the environment as a whole. Or continuously reinvesting in our ability to serve the plastics industry. All of these efforts, and others, demonstrate a singular dedication toward excellence.

Global access & flexibility

As the map illustrates, no matter where your operations are located across the globe, you can plan confidently when you call on Dow. To support your business, Dow has 18 polyethylene production sites—with more than 18 billion pounds of capacity—backed by the world’s largest ethylene capacity to ensure continuous product supply. Additionally, 19 polystyrene production sites and five polypropylene sites produce 5.1 and 2.6 billion pounds, respectively, annually.

Manufacturing is supported by technical service sites around the world, including 10 research and development sites, and sales presence in more than 60 countries. These diverse, yet integrated, locations enable your global supply requirements to be fulfilled efficiently while also helping you keep abreast of new products.

When you are using products and services from Dow, you are better enabled to expand globally without concerns of product availability and consistency. You can be assured that we can supply the resins you need—anywhere in the world. Your global requests can be fulfilled through local sales and technical service people, and important decisions on global agreements might be made more quickly. Plus, Dow is positioned to provide you with input on the opportunities present in other geographical areas, which could further enhance your position.

Registered service mark of the American Chemistry Council
Dow is a partner in the American Chemistry Council Responsible Care initiative.
TABLE 1: Dow Products for Flexible Food and Specialty Packaging – Comparative Matrix

<table>
<thead>
<tr>
<th>Resin Family</th>
<th>Targeted Product Uses</th>
<th>Key Properties</th>
<th>Cost Comments</th>
<th>Targeted to Replace</th>
<th>Reasons for Switching</th>
</tr>
</thead>
<tbody>
<tr>
<td>SABAX™ Resins &amp; Films</td>
<td>High barrier films, especially those needing high clarity.</td>
<td>Oxygen, moisture and chemical barrier.</td>
<td>Better barrier at high humidity. Allows for thinner gauges versus EVOH in most barrier applications.</td>
<td>EVOH, metallized films, foil, glass, metal.</td>
<td>Larger shrink in lower cost than evaluated using near-standard conditions. Recent improvements in processability make SABAX Resins easier to use.</td>
</tr>
<tr>
<td>AMPLIFY™ Functional Polymers</td>
<td>No layer between polar and non-polar materials.</td>
<td>Reactivity functionality or enhance adhesion to Nylon, EVOH, and cellulose.</td>
<td>Excellent overall cost solution as tie-layers in barrier food packaging.</td>
<td>OPP films, HDPE films.</td>
<td>Improved performance in the tear or puncture properties.</td>
</tr>
<tr>
<td>Industry essential resins</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ELITE™ Enhanced Polyethylene (EPE) Resins</td>
<td>Structural layers in films needing better performance or lower cost.</td>
<td>Other unique property combinations including several sealant grades. Higher modulus combined with increased toughness.</td>
<td>Improved modulus and toughness after the opportunity to downgauge for significant cost savings.</td>
<td>9-12% EVAs.</td>
<td>Desire to have balance of properties ELITE EPE resin offers.</td>
</tr>
<tr>
<td>DOMLEX™ Resins</td>
<td>Applications requiring high performance LLDPE films.</td>
<td>Better physical properties and processability versus halogenated PE and PE in coextrusion film structures.</td>
<td>Improved performance allows for downgauge for significant cost savings.</td>
<td>9-12% EVAs.</td>
<td>Better performance is offered by DOMLEX Resins because of cost savings and increased output from extruders.</td>
</tr>
<tr>
<td>AMPLIFY™ OR Functional Polymers</td>
<td>No layer between EVOH and PE, Nylon and PE in coextrusion film structures.</td>
<td>Excellent adhesion with EVOH, Nylon, and PE.</td>
<td>Other low density LLDPE.</td>
<td>Better taste and odor performance. Excellent adhesion performance. Soft and high clarity tie-layer.</td>
<td></td>
</tr>
</tbody>
</table>

We know the questions to ask. More importantly, we know how to listen when you answer them. It’s a consultative approach that has proven successful. Consultation can take many forms. Beyond the expected meetings for product and performance considerations, you may also find excellent counsel for financial questions, supply chain coordination, production or manufacturing efficiency, or many other topics. It’s simple: when you do business with Dow, you get experts with answers to practically every issue involved in doing business well.

Six Sigma

The reduction of defects throughout a business ultimately leads to greater customer satisfaction, higher loyalty, and greater profit potential. Dow has embraced Six Sigma and welcomes the opportunities to share our knowledge. Six Sigma principals are now routinely used in specific customer projects, dramatically increasing overall success rates.

Technical Service & Development

Technical issues are fielded by a global complement of Technical Service and Development (TS&D) experts. Years of on-the-job, hands-on experience quality them to help solve your problems quickly. Typically TS&D personnel will go directly to your site to investigate the problem first-hand and help you find a solution.

Customer Technical Support Center

For day-to-day questions or information requests that need a quick answer but not necessarily a visit by TS&D people, the Customer Technical Support Center (CTSC) provides 24-hour response, five days a week. The CTSC employs full-time technical support personnel dedicated to answering a wide range of technical questions and providing our valued customers with the useful information they need quickly—often with just a single phone call.
Dow’s flexible food and specialty packaging personnel are focused exclusively on these applications. This allows us to better understand your unique and specific performance requirements, as well as your other possible alternatives.

Dow’s spectrum of high performance film resins has been developed to meet the ever-increasing demands of the flexible packaging industry, with particular focus on the food and specialty packaging market. Dow has extensive experience serving the needs of the following market applications:

- Meat & cheese packaging
- Dry food packaging
- Fresh-cut produce packaging
- Flexible extrusion coating
- Liquid packaging
- Medical packaging
- Retort pouch

From industry essentials such as low density polyethylene (LDPE) resins, to high performance products such as SARAN™ Resins & Films, to the specialty resins found in our new family of VERSIFY™ Plastomers and Elastomers, you’ll discover plastics covering the extremes and everything in between.

Differentiation that delivers value

Your products will have differentiated performance when you choose Dow materials. The Relative Price/Relative Performance chart (Figure 1) illustrates the broad range of options available to you for your high performance film resin selection, while Table 1 on the previous page provides a detailed examination of Dow products for the flexible food and specialty packaging market.

Using this vast product portfolio, you can surely set yourself apart from your competition by utilizing specialized products that deliver the specific performance you and your customers demand.

New technology to keep you ahead

SARAN PVDC Resins & Films have long been recognized as the ultimate barrier option. Their unique molecular structure delivers incomparable moisture barrier performance with superior chemical resistance and exceptional optical properties. SARAN Resins & Films also provide an excellent oxygen barrier in real-world humidities.

Now, Dow has new process technology that makes using SARAN PVDC products easier than ever. We’ve worked closely with leading equipment manufacturers to design new blown extrusion film dies, as well as new resins for blown multi-layer films that enable products made with SARAN Films to be used with high-temperature skin materials such as nylon or K-Resin.

This opens up a host of new opportunities for converters. Now, developing new, clear barrier films that can replace metalized films is possible. In addition, retort applications benefit greatly from this new technology. Using films containing SARAN Resins, soups, sauces, and pet foods can now be packaged in clear, flexible pouches instead of rigid metal and glass containers.

Dow is committed to bringing new products and new technology like this to the marketplace. As you’ll see on the following pages, innovation is something we take very seriously.

![Relative Price/Relative Performance Chart](Figure 1: Relative Price/Relative Performance Chart For Flexible Packaging Resins)
Always aware of the trends

Dow flexible packaging professionals are continuously identifying industry trends. It’s one of the reasons we’ve remained a leader — by working with our customers at the forefront of new packaging concepts. Most recent examples include our involvement with retort packaging, case-ready packaging, and fresh-cut produce packaging.

Flexible retort packaging

One of the newest trends in retail and foodservice packaging, retort pouches provide an alternative to cans, bottles and cartons. Benefits include lighter weight, product differentiation via creative design, and source reduction, as these flexible alternatives use less packaging material. Other drivers include an almost infinite capacity to vary sizes; improved flavor versus traditional packaging, or other processing options; improved nutritional content; savings through distribution; increased retail shelf presence; and foodservice user friendliness, portion control, and storage space.

Case-ready packaging

Packaging of whole meat cuts, ground beef, and poultry is seeing a wave of innovation with the onset of case-ready packaging. Retailers appreciate the cost savings, branding potential, liability reduction, and stocking convenience of case-ready packaging. Consumers enjoy the wider selection and greater availability. Dow offers products to meet every aspect of case-ready packaging creation, from the tray to lidding film to master bag.

Fresh-cut produce packaging

As far back as the mid-90s, Dow recognized “fresh-cut” as an important and up-and-coming packaging segment. We even held an input session in 1997 to gain valuable insights from film brokers and packagers in North America. How have we remained at the leading edge of the trend? By providing products and solutions that help our customers give growers, retailers, and consumers what they want.

Listening to you

While awareness of the industry as a whole is critical, attention to the individual customer is paramount. We listen to you and let your demands drive product development. Again, this is putting in action our commitment to develop cost-effective solutions – resins and films with the right combination of performance and cost that allow you to deliver better products to your customers.