DOW FIBER SOLUTIONS DEVELOPS DOW XLA™ REVOLUTIONARY FIBER

Providing the Swimwear, Workwear and Ready-To-Wear Markets With the World’s First Elastic Fiber
Inherently Resistant to Harsh Chemicals and High Heat

HORGEN – (February 21, 2006) – Dow used its more than 50 years of leadership in polymer and material science to develop DOW XLA™ fiber, the world’s first olefin-based elastic fiber inherently resistant to harsh chemicals and high heat and specifically engineered to meet niche market needs in high-value segments such as swimwear, workwear and ready-to-wear apparel markets.

Swimwear: Due to the growing demand for a stretch product that retains the shape of swimwear by resisting chlorine degradation, Dow Fiber Solutions successfully launched DOW XLA™ CP to the swim market. DOW XLA CP is the world’s first elastic fiber that is Chlorine Proof. While other stretch fiber offerings see deterioration after only 200-300 hours of exposure to chlorine, DOW XLA CP has the inherent properties needed to resist chlorine for more than 1,000 hours – or longer than the host fiber – providing the ultimate shape retention over time. It is inherently resistant to chlorine and the combination of suncream and UV light – making it the premier choice for the swimwear market.

Workwear: Uniform manufacturers, laundry suppliers and leasing companies are looking for more durable, longer-lasting garments – that meet industry standards while lowering costs and positively affecting the bottom line. At the same time, uniform and career apparel wearers need workwear apparel solutions that are safe, comfortable and easy-to-wear. To meet these demands, Dow Fiber Solutions introduced DOW XLA™ HTT – a revolutionary High Temperature Tolerant fiber – the first and only stretch solution that is inherently resistant to the high heat and harsh chemicals used in industrial laundering, tunnel drying and dry cleaning. DOW XLA HTT is the world’s first olefin-based stretch fiber to withstand temperatures up to 220 degrees Celsius without compromising the stretch performance. Because of this, many fabric and garment manufacturers including Europe-based companies like Bierbaum-Proenen, Kuebler and Alsico, have begun working with DOW XLA HTT.

Ready-To-Wear: In response to demand for performance fabrics that are comfortable, durable and easy to care for, Dow Fiber Solutions presents DOW XLA™ fiber – a revolutionary fiber – the first and only stretch performance that can be combined with true non-iron finishes to create the ultimate garments for today’s busy lifestyles. Brooks Brothers was the first U.S. retailer to sell garments made from DOW XLA fiber, weaving it into its two-ply cotton shirt to create a new woman’s fitted shirt that doesn’t require ironing. Other major U.S. retailers are now incorporating DOW XLA fiber into their garments and retailers in Europe, such as CasaModa in Germany, are also using the fiber.

For more information, please refer to the DOW XLA backgrounder or visit www.dowxla.com.

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