



## VERSIFY™ Elastomers – A Clear Choice for Impact Modification of Containers

- Would you like to produce clear polypropylene containers that are less likely to break?
- Do you want to see your raw materials deliver better transparency?
- Could your business benefit from faster processing and shorter cycle times?
- Do your customers prefer to see more creative packaging designs?

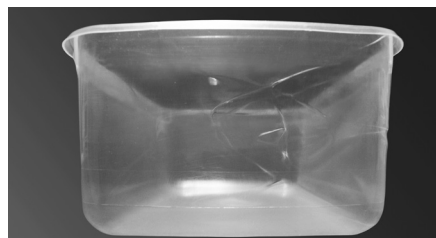
If you've answered yes to any of these questions, why not take a look at VERSIFY™ Elastomer impact modifiers from The Dow Chemical Company (Dow) for products with impact!

### Core Features of VERSIFY™

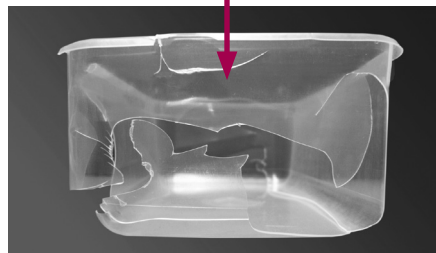
- Fully compatible with polypropylene
- Enhanced optics
- Toughness down to -10°C
- No stress whitening
- Fast processing
- Loading freedom for tailored toughness

### Core Benefits of VERSIFY™

- No need to pre-compound
- Transparency of end-product
- Reduced brittleness
- Enhanced display of packaged goods
- High productivity
- Maximum performance at low elastomer loading
- Recyclability
- Downgauging and raw material savings



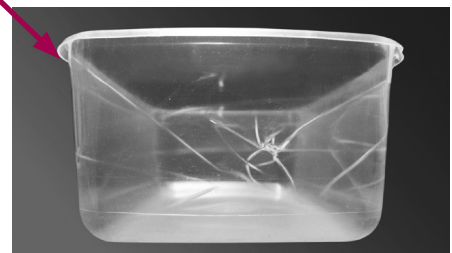
VERSIFY™ modified container with no fracture or stress whitening after impact



Unmodified container with brittle fracture after impact

# VERSIFY™

PLASTOMERS AND ELASTOMERS



Standard modified container with stress whitening after impact

## Dow - Your Partner of Choice

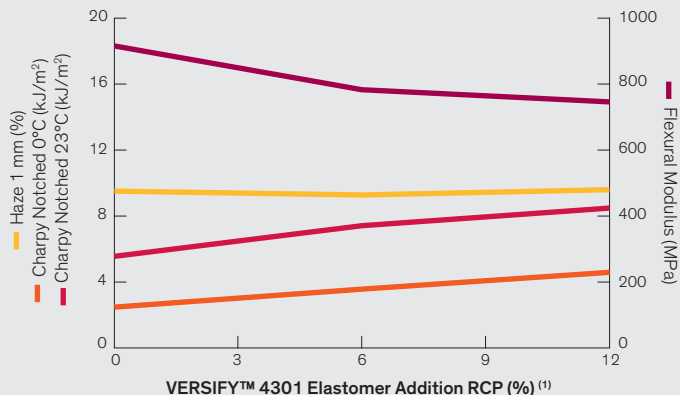
We invest in our innovation pipeline and engage in partnerships with our value chain members to introduce the next generation of impact modifier solutions for clear polypropylene containers designed to keep up with the latest industry requirements.

### Your Challenge: Toughness and Optics Balance

You need to strike a balance between producing lightweight containers with maximum clarity that meet consumers demands, but can't sacrifice impact resistance which helps safeguard against breakages during handling.

#### Dow's solution

VERSIFY™ Elastomers allow molders to increase the toughness of polypropylene random copolymer resins (RCP) by adding rubber rather than increasing wall thickness – allowing downgauging opportunities and raw materials savings.

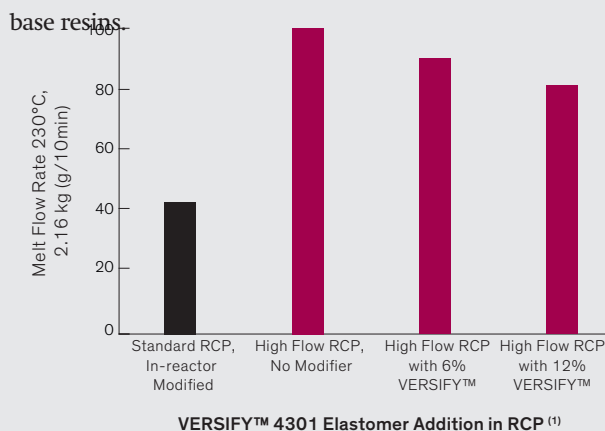


### Your Challenge: Fast Processing

You need to increase productivity on your manufacturing line without compromising performance.

#### Dow's solution

Unlike ethylene-based elastomers, VERSIFY™ Elastomers are fully polypropylene compatible with no need for pre-compounding, reducing time and costs. Normally, dry-blending is sufficient and loading can be adapted at press depending on performance requirements. As such, next generation, ultra high-flow polypropylene random copolymer resins (RCP) can be used as



(1) Data per tests conducted by Dow. Test protocols and additional information available upon request. Properties shown are typical, not to be construed as specifications.

Contact a Dow representative today to learn more.  
For more information please visit [www.dowelastomers.com](http://www.dowelastomers.com).

#### North America

U.S. & Canada + 1 800 441 4369  
+ 1 989 832 1426  
Mexico + 1 800 441 4369

#### Latin America

Argentina + 54 11 4319 0100  
Brazil + 55 11 5188 9000  
Colombia + 57 1 219 6000  
Mexico + 52 55 5201 4700

#### Europe/Middle East

+ 800 3694 6367  
+ 31 115 672626  
Italy + 800 783 825

#### South Africa

+ 800 99 5078

#### Asia Pacific

+ 800 7776 7776  
+ 603 7965 5392

[dow.com](http://dow.com)

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