



# Laying Down Solutions for the Global Carpet Industry

Offering a portfolio of high-performing elastomers, Dow helps tailor solutions for customers' needs that meet the most demanding expectations for sustainability and quality in the carpet industry.

## Our Role in Today's Carpet Industry

In the carpet industry today, manufacturers are required to meet a range of customer demands, particularly the drive for high quality, comfortable, and functional carpets that also have an enhanced sustainability profile.

Sustainable design starts with material selection. With high-performing and recyclable raw materials for carpet backing, Dow offers an array of solutions for a broad range of carpet manufacturing processes and equipment, including extrusion coating, hot melt, and water-based processes.

Intelligent design is intrinsic to high quality carpeting. Our solutions can be customized to your end-use application and manufacturing process to help generate the desired combination of benefits.

## Multiple Benefits of Dow Solutions

Our elastomers provide an alternative to the PVC and bitumen traditionally used in carpet backing. Dow also offers solutions to replace conventional, styrene-based latex in the carpet pre-coat. As a result, Dow solutions:

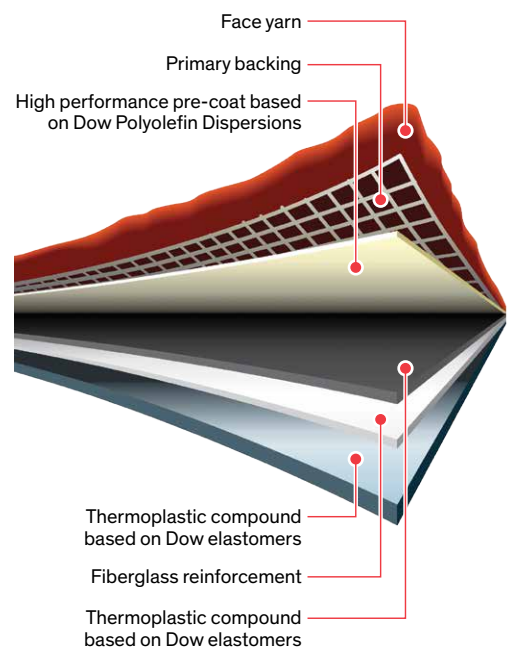
- Enable the formulation of "free-from" flooring (e.g., PVC-free, phthalate-free, bitumen-free, styrene-free)



- Help reduce VOC levels
- Unlock the use of lighter fiber shades
- Permit reprocessability
- Help ensure durability and dimensional stability

In addition, Dow's material science and application expertise make it the partner of choice to develop a formulation tailored to meet customer-specific requirements.

Figure 1: Deconstructed Carpet Tile



## Providing Strong Backing

Dow's portfolio of polyolefin and functionalized elastomers includes the following materials, which form the basis of recyclable, "free-from" carpet backing solutions:

- INFUSE™ Olefin Block Copolymers
- AMPLIFY™ Functional Polymers
- HYPOD™ Polyolefin Dispersions



## Your Solutions Provider of Choice

Dow is a leader in polyolefin elastomers, with technical experts, testing capabilities, and manufacturing facilities throughout the world. We invest in technologies and existing partnerships with other value chain members to introduce the next generation of carpet solutions.

Dow can help tailor solutions based on your market application needs and curing system. For more information, please contact your Dow representative, visit [www.dow.com/carpeting](http://www.dow.com/carpeting), or contact the nearest location below.

## CARPETS BACKED WITH ELASTOMERS FROM DOW MEET GLOBAL STANDARDS

When it comes to producing high quality carpet with low VOCs and recyclability, elastomers from Dow are an excellent choice to help manufacturers meet a variety of global carpet standards and certifications, including:

- Green Label and Green Label Plus<sup>(1)(2)</sup>
- Cradle to Cradle Certification<sup>(1)</sup>



## DOW SOLUTIONS FOR CARPET TILES AT THE LONDON 2012 OLYMPIC GAMES

During the London 2012 Olympic Games, the entryway and Dow "Experiential Area" at Sochi Park was lined and backed with approximately 400 square meters of recyclable carpet tiles. Dow's elastomer products used in the carpet backing help make recycling of the tiles possible. After the London 2012 Games, the yarn and other fibers could be separated from the carpet backing so that the tiles could be recycled into new carpet products or used in other recycling initiatives.



<sup>(1)</sup>The carpet manufacturer is responsible for ensuring the final carpet product meets the requirements for each standard and/or certification.

<sup>(2)</sup>Green Label and Green Label Plus are registered trademarks of the Carpet and Rug Institute (CRI); logos used with permission from CRI.

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