

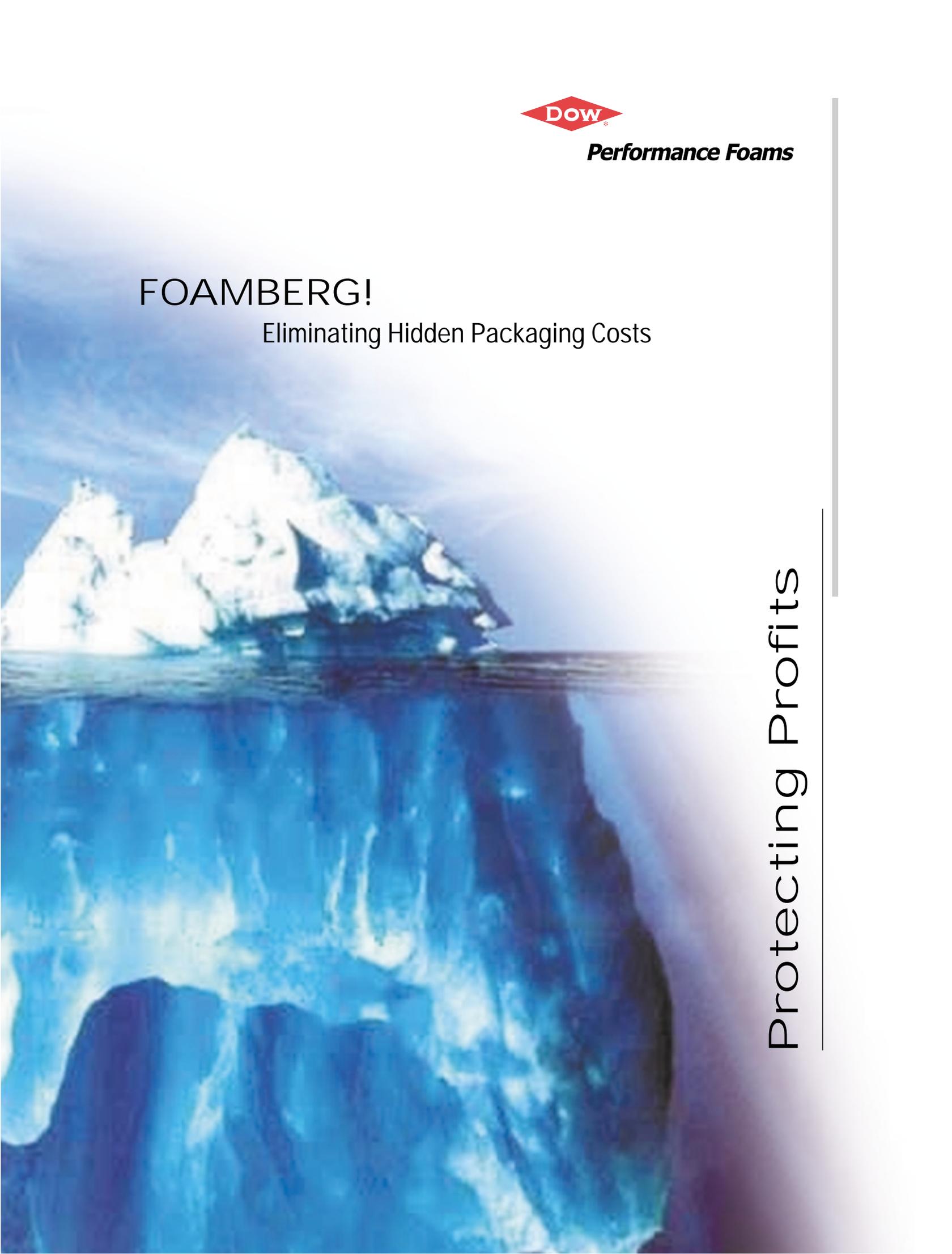


Performance Foams

FOAMBERG!

Eliminating Hidden Packaging Costs

Protecting Profits



FOAMBERG!

Discovering Hidden Packaging Costs - Before It's Too Late

A traditional packaging solution may offer relatively low material cost, but it takes more material to adequately protect a package. Using more material raises handling costs, and the larger package size leads to increased space requirements for storage, more material yet for cartons/crating and shipping pallets, and higher transport costs. Conversely, underestimating protective material requirements results in damaged goods, consumer callbacks and lost contracts.

The right packaging solution is about a lot more than finding the least expensive material. Although material cost is the most visible factor, like the tip of an iceberg, other hidden costs that lie below the surface can make a substantial difference to your bottom line. The right solution is the one that combines the lowest total cost with the best performance, and is ultimately the one that sets your business on course for increased profitability. Choosing a Total Cost Approach Solution from Dow Performance Foams provides consistent quality, superior product attributes and customized design support on a global basis, greatly increasing the odds for safe navigation around the costly Foamberg.

The outline and corresponding chart to the right depict the results of protective packaging total cost analysis. The data reveals that a Total Cost Solution Approach from Dow Performance Foams provides top-rated performance and minimizes the costs of protective packaging material, transportation, storage and handling, and environmental issues when compared to a traditional solution.

Material Considerations

Packaging foam products developed and backed by design tools from Dow Performance Foams are engineered to provide protection equal or superior to competitive products, while employing minimal foam volume.

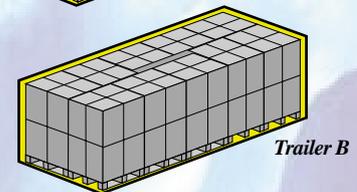
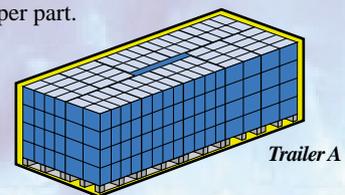


Minimal foam volume allows products from Dow Performance Foams to provide equivalent or superior protection and result in package size reductions of up to 50% compared to competitive foam alternatives.

Proprietary design software, worldwide technical guidance, and prototype development and testing virtually eliminate the potential for under- or over-designed packaging, minimizing unforeseen logistical costs. Our products provide the *precise* amount of cushioning performance for any application, from detailed automotive parts and intricate medical equipment to priceless works of art and advanced avionics.

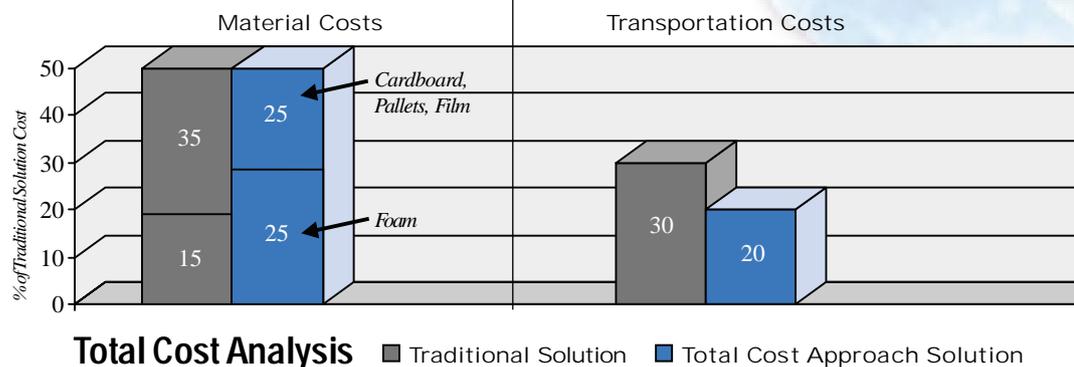
Transportation Considerations

Reducing the overall volume of a packaged product will optimize truck loading, and more products per truck equals decreased transportation cost per part.



Truck loading optimization facilitated by a Total Cost Solution Approach from Dow (Trailer A) results in transportation cost savings of up to 50 percent to ship identical goods compared to traditional solutions (Trailer B).

Package design support offered by Dow Performance Foams takes distribution channels and modes of transportation into account to ensure the highest amount of products possible are loaded onto each truck, railcar, aircraft and overseas shipping container.



Storage and Handling Considerations

While protective packaging performance is critical, accounting for other factors such as palletizing and handling optimization during the design phase can lead to huge savings in storage costs.



Fabrication employing ETHACALC Millennium design software and Dow Drop Test validation software from Performance Foams, coupled with our minimal foam volume packaging product line, can lead to storage cost reduction of up to 50 percent.*

More packaged products per pallet means a reduction in overall pallets and wrapping film materials, decreased storage cost per part, easier handling, and improved ergonomics. Plus, transfer operations are minimized.

Storage/Handling Costs

Environmental Considerations

Thanks to technological support and low-foam volume products from Dow Performance Foams, protective packaging waste is minimized. Our products feature multiple-impact performance, meaning they can be re-used for several distribution cycles.



Dow Performance Foams takes its role in environmental stewardship seriously and has conducted a complete Life Cycle Analysis to gauge the impact of our products on the environment.

Furthermore, as none of our products are manufactured using cross-linked polyethylene foams, they can be easily and economically recycled. By reducing the impact of our products on the environment, savings on such costs as waste disposal, environmental taxes and recycling outsourcing can also be realized.

Environmental Costs

It All Adds Up

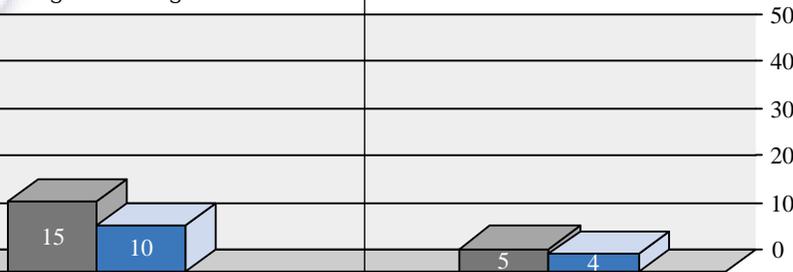
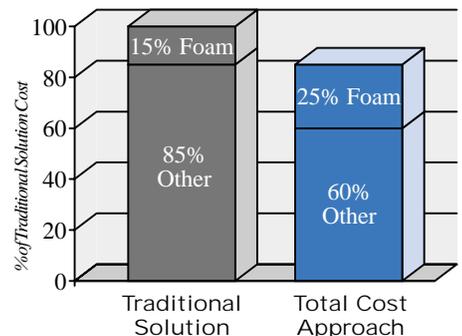
Stringent engineering and testing standards assure products from Dow Performance Foams can endure abusive handling and harsh environments. They can handle higher loads without creep, and have the long-term durability to withstand conditions that can alter the performance of other foams, like high humidity, climatic variances and temperature extremes, and electrostatic discharge.



Everywhere in the world, products from Dow Performance Foams are uniform and consistent from batch to batch, with very predictable physical properties. Plus, expert design and fabrication solutions are available worldwide through our Global Authorized Fabricator Network.

As shown below, a Total Cost Approach Solution from Dow Performance Foams equals major cost savings when compared to traditional packaging solutions, meaning safe, profitable passage around the Foamberg.

Fabricated foam price vs. Total cost



BEWARE THE FOAMBERG

Better Performance is Less Costly
Choosing packaging foam based on material cost alone is like thinking an iceberg is only the part you see above the surface. The part you are not aware of can be dangerous. Take the time to look below the surface, and discover the true costs of your packaging materials. The choice will become crystal clear.

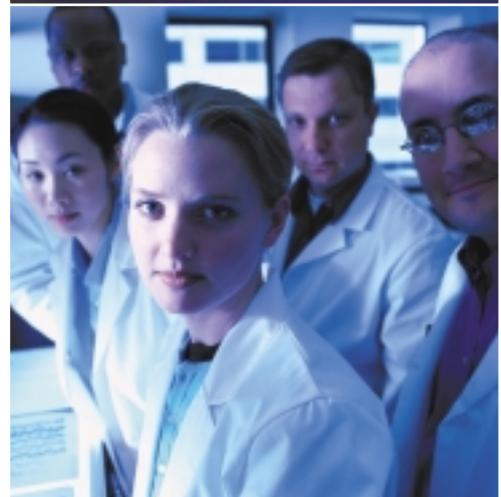
Products from Dow Performance Foams provide superior protection with less material, cutting packaging and shipping costs. They are easier to handle and fabricate, so process costs are reduced. Our foams perform better longer, handling higher loads without creep, multiple shocks, vibration, and other extreme conditions, without lessened performance, reducing damaged goods rates and improving customer satisfaction. They can be reused, and have the added advantage of easy recyclability, reducing waste. Dow is committed to providing solutions to meet your custom needs by offering

design and engineering support, and maintaining an experienced global network of authorized fabricators to ensure that help is there when you need it.

In any analysis of overall cost, getting a superior product that is smaller in volume, lasts longer, is reusable and recyclable, and backed up by the resources of the market leader is a sure way to improve your business performance.

How Can We Help You?

Dow Performance Foams shares The Dow Chemical Company heritage of scientific innovation. Our customers benefit not just from our products, but also from our thinking. We'd like to hear about the packaging issues you're facing, whether related to impact, vibration, scratching, material handling, storage, or another problem. We will work with you to create a new solution that can help your business become even more successful. Contact your local Dow Performance Foams representative, call 1-800-441-4369 in North America or 00-800-36-946367 in Europe, or reach us online at www.dowperformancefoams.com.



Performance Foams

Dow Performance Foams
The Dow Chemical Company
200 Larkin Center
Midland, Michigan 48674
U.S.A.

Dow Performance Foams
The Dow Chemical Company
IndustrieStrasse 1
D 77836 Rheinmunster
Germany

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