



*Industrial Scale Center for the Development of Panels for Thermal Insulation*

## **Dow and Saip Customers Inaugurate ce|de|pa**

*This first ever initiative for the technical advancement of polyurethane made panels used in the construction industry is operational and available to customers, external R&D, and Universities*

**Tudela (Spain), July 7, 2011** – The Dow Chemical Company (NYSE: Dow) and Saip Equipment inaugurated with their customers “ce|de|pa” (*Continuous Panel Development Center, or Centro de Desarrollo del Panel en Continuo*), a unique in the world initiative conceived to accelerate innovation of polyurethane made panels for thermal insulation used in the construction industry, and produced with continuous double lamination process. ce|de|pa is located in Tudela (Navarra, Spain) to serve Dow and Saip customers worldwide, and is also open to external R&D and Technology Centers, Universities, Quality Certification organizations, and other external players interested in innovation and sustainability in this industry.

“Dow’s business strategy is to accelerate innovation and foster our customer’s differentiation,” highlighted Jon Penrice, General Manager for Dow Thermosets Systems in Europe, Middle East and Africa. “We are investing in new systems and services that meet or anticipate our customers’ demands, and the final markets’ direction and needs. ce|de|pa is an unmatched initiative and the immediate response of our customers has already given us the sense of their appreciation for this industrial scale and state-of-the-art development center for Dow and our Energy Efficiency business offering,” Penrice added.

“Partnering with Saip in ce|de|pa will surely accelerate the implementation of our Energy Efficiency business strategy in the construction industry that is ultimately based on the differentiation and market success of our customers,” said Herman Motmans, Director for the Energy Efficiency business within Dow Thermosets Systems. “The Dow Energy Efficiency business contributes to Dow’s efforts and results in sustainability. With around 40 – 50% of all energy in Europe used in buildings, up to 60% of which used for heating them (*PU Europe data, 2009*), the construction industry has significant potential to achieve further energy saving in commercial, industrial and residential buildings. While we help our customers stay ahead and differentiate their own polyurethane systems based offering, we are confident that through ce|de|pa we will be able to translate innovation and sustainability into new profitable business growth, both for our customers and for Dow. ce|de|pa is a new reference for the industry,” Motmans added.

**News Release**

“Perfecting our offering, further improving in our ability to tailor our product range and service level to our customers, and accelerating in our journey towards developing new processing methods and machines: these are the key reasons why Saip has conceived and invested in *ce|de|pa* with Dow,” explained Luigi Procopio, Commercial Director at Saip. “We are convinced that our customers will highly benefit from the possibility to accessing such a unique center for their profitable business growth. *ce|de|pa* is for excellence, and stands alone in the industry; Saip and Dow customers will be first in benefiting from its high value and potential,” Procopio explained.

“Investing in *ce|de|pa* and partnering with Dow in this initiative represent for Saip, our customers and employees, a further prove that our company keeps growing on solid fundamentals, with no hesitation and no compromises, striving to become the long-term supplier of choice for an enlarged customers’ base,” said Walter Pozzi, President of Saip. “In over 30 years of continued business expansion and success, Saip has proven our ability to always anticipate and satisfy our customers’ needs through the tailored development of innovative, full-quality and unique solutions that are recognized and acknowledged by the industry. Our success – including our international cooperation with the United Nations and prestigious Universities – is a proven fact of our employees’ know-how, experience, passion and dedication. This makes our business success possible and generates a level of loyalty in our customers representing for our company the best business card to attract and retain future clients, and talents,” Pozzi said.

***ce|de|pa*** is a state-of-the-art and industrial-scale line fully devoted to testing and prototyping activities, conceived to allow Dow and Saip customers, and the construction industry at large, accelerate the development of novel solutions for the manufacturing of polyurethane-made panels for thermal insulation produced with the specific technology of continuous double lamination process.

***ce|de|pa*** has been conceived and realized by Dow and Saip to accelerate the discovery and availability across the industry of novel solutions able to help increase energy efficiency through enhanced thermal insulation of buildings – while also simplifying and accelerating their construction phase, durability and safety including fire performance, and the final users’ comfort.

More information on *ce|de|pa* is available at [www.cedepa.org](http://www.cedepa.org).

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**About Dow** — Dow (NYSE: Dow) combines the power of science and technology with the “Human Element” to passionately innovate what is essential to human progress. The Company connects chemistry and innovation with the principles of sustainability to help address many of the world’s most challenging problems such as the need for clean water, renewable energy generation and conservation, and increasing agricultural productivity. Dow’s diversified industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. In 2010, Dow had annual sales of \$53.7 billion and employed approximately 50,000 people worldwide. The Company’s more than 5,000 products are manufactured at 188 sites in 35 countries across the globe. References to “Dow” or the “Company” mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at [www.dow.com](http://www.dow.com).

**About Saip Equipment** — Saip is an innovation and full-quality driven equipment designer and manufacturer for the polyurethane industry. Saip is committed to always developing innovative solutions for its customers’ sustainable business success, and profitable growth. Established in 1978 and headquartered in Inverigo (Como, Italy), Saip counts on around 50 trained and highly qualified committed employees leveraging a network of commercial branches and affiliated companies around the world. Saip provides its customers with exclusive technical assistance focused on their needs. Saip has developed in the years dedicated product lines for its sectors of activity including the CONTITECH and DITECH solutions for insulating panels; REFTECH for refrigeration, SAIPTECH for custom made solutions, PIPETECH for pipe insulation. The Saip product offering includes a wide range of competitive dispensing machines and state-of-the-art high and low pressure dispensing systems, including foam machines and micro-shot metering units also for the world of elastomers, and rotational systems. Saip provides its customers with the highest levels of project-team specialization, ensuring continuity in relationships. More at [www.saipequipment.it](http://www.saipequipment.it).

**The Energy Efficiency business of Dow** is a truly global, experienced and highly innovation oriented provider of sustainable polyurethane foam systems and solutions for thermal insulation in a variety of industrial, commercial and residential applications. Our polyurethane systems foams help manufacturers with insulation needs worldwide innovate their offer with technically optimized, safe, versatile, economical, ecological and long lasting solutions for thermal insulation in construction, cold chain and water heaters. Our customers work to make the world better and people’s life more comfortable, and we are proudly committed to their success.

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