

that its extremely small particle size provides excellent scattering and absorption of UV light, says DuPont. In addition, although TiO₂ is widely used as a pigment in plastics, the small particle size means that it does not significantly pigment the plastic, allowing UV-stable parts that can be produced in a wide variety of colours.

‘Many existing light stabilizers on the market today can migrate from the plastic over time reducing their effectiveness,’ says Gary K. Whiting, global venture manager for the new product. ‘Unlike some conventional light stabilizers, testing has shown that DuPont Light Stabilizer 210 does not migrate out of the plastic under normal conditions, so products incorporating it have a much longer useful lifetime,’ he adds.

DuPont Light Stabilizer 210 is the first in a family of products based on breakthrough TiO₂ process technology, the company says. It is also the first product to be commercialized after applying the Nano Risk Framework introduced by DuPont and Environmental Defense in June 2007. The Framework is a systematic and disciplined process to evaluate and address the potential risks of nanoscale materials.

In other news, DuPont has extended its Entira range of antistatic additives [ADPO, July 2006] with the addition of Entira Antistat SD 100 and Antistat 500. According to the company, these new additives ensure permanent, antistatic dissipation and provide superb aesthetics, clarity, non-yellowing and dust-free protection in polyolefins and other polymers used for a variety of demanding packaging needs, from cosmetics to industrial goods to sensitive electronics components.

Unlike diffusive antistatic agents, which are often concentrated on the product surface and can wear off due to rubbing, water or age, the new Entira Antistat grades are integrated directly into the product, adding immediate and permanent antistatic action, and a smooth, transparent surface appearance that allows better adhesion and printability, according to DuPont. They also prevent yellowing due to age, can be used in a discrete layer without migrating to other layers and help to minimize die build-up. Additionally, the company claims that, when used with polyolefins, Entira Antistat is currently the only permanent additive on the market to deliver both antistatic properties and transparency in the final product.

Entira Antistat SD 100 can be used in electronics packaging to reduce sparks that could damage equipment. It is also fully approved for use with food and can minimize

dusting that can prevent a good product seal. Entira Antistat 500, which is currently available for sampling, can be used at higher processing temperature conditions.

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COMPANY STRATEGIES

Songwon forms strategic cooperation with Zink for one-pack systems in Europe, expands team

Songwon Industrial of Korea and W. Zink GmbH of Jettingen-Scheppach, Germany, have agreed to collaborate in order to meet European market demands for one-pack systems (OPS). This strategic cooperation allows Songwon’s customers in Europe to have immediate access to several thousand tonnes of capacity based on a range of technologies.

The collaboration combines the strengths of both partners: ‘we see significant synergies in our strong technology, manufacturing and product position in additives, and the expertise of W. Zink’s capability to deliver OPS in different physical forms’, explains Maurizio Butti, CEO and president of Songwon International. The second step of the cooperation will be to establish a new world-scale facility, which is expected to be ready in 2008, Butti says. The cooperation is part of Songwon’s strategy to establish direct channels to market and meet specific regional needs.

According to Songwon, the OPS business shows consistent growth in demand for a number of reasons. Health and safety is a key benefit as the product is non-dusting. Secondly, the products are compositionally controlled and certified, so feeding and formulation accuracy in use is significantly improved compared to powder processing. This also contributes to their cost effectiveness as the tolerances can be controlled accurately and the total process from order to delivery is significantly more efficient, the company says. OPS technologies further allow performance enhancements such as melting point suppression.

In other news, Songwon is investing US\$20 million in a new 30 000 tonnes/year plant to produce high-purity isobutylene (IBL) from t-butanol at its Maeam facility in South Korea. The operation is scheduled to start up in the first quarter of 2009. IBL is one of the main starting materials in the production of the company's broad range of antioxidants. The company says this back integration will allow it to be a 'powerful and cost-effective additives partner now and in the future'. Songwon will no longer be reliant on the outside supply of IBL, which is mainly based on oil derivatives and therefore influenced by volatile markets.

In addition, Songwon has recently appointed four senior executives to strengthen its team as it bids to further expand its global presence. All have significant previous experience of the polymer additives industry. **Joachim Bayer** joined the company in June as director of technical sales and technical services for Europe, Middle East and Africa, while **Dr John Mara** has been appointed as the technical sales & commercialization manager for Songwon International - Americas.

Klaus Keck-Antoine started as executive officer global applications in September. He will initially take on the task of setting up a new competence centre for application development and technical services. Finally, **Nilesh Mehta** joined Songwon in October, as manager of the recently established Songwon International-India in Mumbai and sales manager for South-East Asia.

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Lanxess strengthens business in Central & Eastern Europe

Leverkusen-based chemicals group Lanxess is strengthening its operations in Central and Eastern Europe by establishing a sales company specifically for business in these growth markets. The new company, Lanxess Central Eastern Europe sro, has its headquarters in Bratislava in Slovakia and offices in Warsaw, Poland and Budapest, Hungary.

The new sales company, which will officially start operations on 1 January 2008, will employ 40 staff.

They will look after the process of initiating and handling business deals in the Czech Republic, Poland, Hungary and Slovakia for all Lanxess business units. Up until now Lanxess has handled business in Central and Eastern Europe through external sales agencies. The growth markets in Central and Eastern Europe are of core relevance to Lanxess, says company spokesman Dr Rainier van Roessel.

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Degussa becomes Evonik, takes control of carbon black jv

Germany's chemicals and polymers group Degussa has been renamed as part of a change in identity by parent group RAG Beteiligungs. Degussa, which was acquired by RAG last year [ADPO, November 2006], has become part of Evonik Industries AG. The new industrial group includes RAG's energy and real estate businesses but not its coalmining operations, which will retain the RAG name and will now be run separately.

Evonik Industries is headquartered in Essen, Germany, under the leadership of CEO Dr Werner Müller. An initial public offering for the new group is scheduled for the first half of 2008. According to Müller, Evonik is now entering a new era in group development. 'We are well positioned, and are looking forward to joining the capital market,' he says. The company is aiming to expand its positions in high-growth markets, in particular targeting products that help to increase global energy efficiency. Evonik Industries plans to increase its innovative power in order to drive profitable growth. Its Chemicals business area, the former Degussa, already generates 20% of its revenues from products that are less than five years old.

Evonik Industries is active in more than 100 countries worldwide. In fiscal 2006 around 43 000 employees generated sales of €14.8 billion (with Degussa contributing €10.9 billion) and operating profit (EBIT) exceeding €1.2 billion (Degussa: c. €870 million). In the first six months of 2007, Evonik's sales rose 3% to €7.565 billion, while EBIT increased 26% to €788 million.