



SONGWON showcases its new image & specialty chemical expertise at K 2016

Already the world's second-largest manufacturer of polymer stabilizers with 50 years of polymer industry expertise, SONGWON Industrial Co., Ltd is presenting its latest high performance solutions at the K 2016 and unveiling its new image as a global specialty chemicals company.

Commenting, **Maurizio Butti, CEO, SONGWON Industrial Group** said: "In light of our vast experience in offering high-quality polymer stabilizers to the industry over the years, expanding beyond this into the broader field of specialty chemicals was a natural progression for SONGWON. It was very apparent that reaching our 50th year in business was the ideal point in time to support SONGWON's evolution with a refreshed image that better reflects who we are today. The K 2016 offers the best opportunity for showcasing this new direction".

The new visual world of SONGWON has been created to capture the science behind the business but most importantly the human essence of the group – one of the aspects with which SONGWON sets itself apart from larger global players in the industry.

"SONGWON's key traits of passion, entrepreneurship, expertise, accessibility and reliability are all combined and very present in our new branding," explains Butti. "It also reflects SONGWON's depth and breadth of industry and chemistry knowledge, our employees' dedication to creating value, the capabilities we have to innovate and our overall commitment to collaborating with customers to help them succeed.

"The main aim of our new visual world is to support our customers' perception of SONGWON's accessibility," explains Butti. "While clearly emphasizing our areas of expertise and support, it highlights that although our products may not always be visible, their benefits are very apparent almost everywhere in daily life due to their suitability and use in a wide range of applications."

With one of the industry's broadest ranges of products and physical forms, SONGWON's historical portfolio includes polymer stabilizers, PVC stabilizers, plasticizers, tin intermediates, polyurethanes and super absorbent polymers. In 2016, SONGWON has presented two new product lines, lubricant additives and high end specialty chemicals for the electronics industry, while two additional product lines, additives for coatings and functional monomers will be presented at the K 2016. Key to SONGWON's success has always been continually evaluating its product offering in relation to customer needs and market potential, and its ability to capture these opportunities by leveraging its first class product development capabilities to ensure that it always provides solutions that add maximum value.

SONGWON's products are used throughout a broad range of industries to produce light weight, environmentally friendly solutions. The products also help improve mechanical performance and energy efficiency,

extend life cycles and make innovative new design solutions possible. The company focusses on developing products by leveraging the latest technologies.

At K 2016, SONGWON will showcase its expanded SONGXTEND® range with the second generation SONGXTEND® 1301 stabilizer solution that maintains the molecular weight and color of XPS and also offers a broader processing window to customers. In addition, the company will be presenting its commercialized SONGXTEND® high heat stabilization packages and SONGXTEND® polypropylene (PP) fiber and thin wall injection molding stabilization packages.

The recently launched innovation for the automotive industry is a high-light. The new SONGXTEND® 2124 stabilizer solution was specifically developed to meet the stringent demands of the automotive industry where weight and cost reduction are dominant factors.

SONGXTEND® 2124 stabilizer improves the long-term thermal stability (LTTS) of the short- and long-glass fiber re-inforced polypropylene (PP) used in interior applications for molded parts, and can match the LTTS performance of 1000 h and beyond at 150° C. The new stabilizer contributes to making it possible for molded parts to be thinner and lighter while still having similar mechanical properties as unfilled parts.

"By always listening carefully to customers, we understand that they prefer stabilizers in granular, pellet, bead or liquid forms instead of powders that are difficult to handle and can pose health hazards to workers," says Butti. "Our response has been to offer products in alternative easy-to-handle forms that enable customers to choose which form best suits their applications."


Also being presented at K 2016 is the company's SONGNOX® OPS range of one-pack additive systems and SONGNOX® binary blends of primary and secondary antioxidants especially designed to reduce compounding time and improve handling ease. SONGWON's range of SONGNOX® OPS, combine several additives manufactured according to the customers' request in robust, dust-free pellets. In this way, customers have more

control over their additive dosage, the number of additives to be added is reduced and a cleaner working environment is achieved.

SONGWON knows that the key influencing factors to winning and retaining customers are lower production costs, an efficient supply chain and faster lead times. Therefore, by continually monitoring and optimizing its processes, the company ensures that it has the ability to deliver its high performance solutions on-time, while maintaining the consistent product quality that customers expect. Furthermore, SONGWON's commitment to the market and the customers is to offer only products which are fully compliant with regional and country-specific laws and regulations, which are continuously becoming more stringent.

Fully backward integrated in alkyl phenols and further integrated into isobutylene, the company uses the latest technology to manufacture antioxidants and UV stabilizers. Using its proprietary technology, SONGWON delivers the highest levels of quality and consistency together with security of supply. For 10 years, it has steadily expanded its manufacturing footprint to meet the requirements of the markets it

serves. Adding to its already established production plants in Korea, Europe, India and the USA, SONGWON recently opened two new manufacturing facilities. The world-class OPS manufacturing facility in Abu Dhabi with an initial capacity of 7,000MT/y was specifically designed to allow for future expansion to meet the increasing demand for OPS products in the Middle East region. The other new plant in Qingdao, China started operations in April 2016 with a production of dispersions, while the new OPS plant has been completed in September and is now fully operational.

Butti added: "We want to ensure that SONGWON can deliver the same technology to our global customers wherever they are in the world. The Middle East is an important region for polyolefins and already a major consumer of OPS. The new facility puts us in a stronger position to better meet the needs of current and future customers in the region. China's demand for stabilizers and particularly OPS is continuously growing. Having a state-of-the-art facility in China brings us another step closer to our goal of becoming a preferred supplier to Chinese polymer manufacturers." 

At the K 2016, SONGWON will take full advantage of the valuable opportunity to further build strong customer and supplier relationships. "We're looking forward to learning more from our customers on how we can transform their needs to products that will add value to their businesses," says Butti. "And by launching the 'new face' of SONGWON, together with new product lines, such as coating additives and functional monomers, we're sending a strong signal of our confidence in our products and services, as well as our strategy for the future."

SONGWON's global and local representatives will be in Hall 6, Booth B07 at K 2016 from October 19-26.

For further information about SONGWON, please visit: www.songwon.com

