

production consultants

packaging experts

technical advisors

**profitability maximizers**

contract manufacturers

cost reducers

commercialization specialists

analytical testers

process streamliners

potential realizers

imagination stimulators

custom formulators

dream realizers

silicone suppliers

technology innovators

**need fulfillers**

efficiency experts

possibility expanders

product developers

inventory managers

equipment suppliers

**productivity increasers**

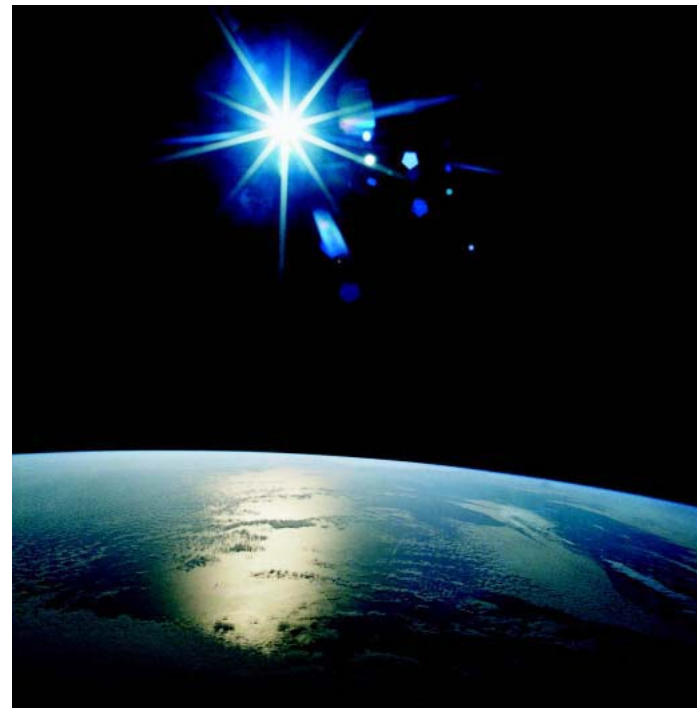
global expanders

future inventors

Electronics  
Solutions

**DOW CORNING**

*Which Dow Corning  
do you need today?*



*Dow Corning Electronics ...  
your source for solutions, results and success*

## Supporting Innovation, Growth and Cost Reduction in Your Industry

**I**n a perfect world there would be a short, straight path that leads from identifying an opportunity for improvement to implementing a solution that delivers exactly the results you need.

But in the business world, seizing opportunity or solving a problem is not always that straightforward. Frequently, the stumbling block is finding the solution that satisfies your exact requirements. That is where we help.

You know Dow Corning as a global materials supplier. But we also provide solutions exclusive of silicone products; solutions born of our unique services, our long industry experience, our raw creativity.

Let us put our innovative thinking to work for you. Together we can achieve things never before imagined.



*“Presenting a solution in phases, allowing us choice in what we implemented, exactly fit our action plan.”*

*"Where we saw problems, Dow Corning saw success.  
It was just a matter of identifying the results we needed."*



## SUCCESS STORY

### **Process Optimization**

A major automotive supplier wanted to eliminate process waste, including any waste from a portion of its process that included application of a *Dow Corning*<sup>®</sup> brand adhesive.

#### *The Solution*

We proposed a phased solution that included process step analysis, equipment optimization and process streamlining.

#### *Implementation*

Our solution implementation plan included analysis of the process to identify waste reduction opportunities,

measurement of current conditions and recommendations for optimization, evaluation and feasibility testing to identify applicable new technology, recommendations of adhesive material packaging configurations to meet revised process steps and equipment recommendations and procurement.

#### *Value to the Customer*

Working together, we helped the customer meet a stringent requirement for waste reduction, resulting in material savings and lower costs.



# Solutions

## Dow Corning Solutions

Dow Corning solutions include materials or services – or integrated combinations of both – tailored to your needs. Wherever your business offers the best opportunity for improvement and value creation, we will work with you to craft a solution that takes advantage of that opportunity.

For example, if new product development is key to your growth strategy, we can help you create an innovative, market-differentiated solution. Then we can help you



develop an integrated business plan to rapidly commercialize your new technology with materials selection and testing, product lifecycle studies, supply chain assistance and regulatory support.

We can develop a solution that streamlines your processes and improves productivity, so you can meet growing demand for existing products. Or, we can deliver a custom solution that evaluates the costs associated with every process step, from raw materials to product delivery, to enable cost reductions that help you remain competitive and improve your margins.

We can develop customized packaging solutions that offer the application performance you need ... solutions that may not even involve Dow Corning materials technology. Our packaging expertise, service capabilities as diverse as inventory management and global labeling, and our collaborative network of resources offer you the flexibility to meet your requirements ... exactly.

Dow Corning solutions can help you reduce waste, lower reject and failure claim rates and ensure trouble-free process startups – improvements that can make it easier for your customers to do business with you.

production consultants

maintenance specialists

technical advisors

service providers

wish fulfillers

design enablers

cost reducers

potential realizers

plant converters

process streamliners

custom formulators

marketing consultants

profitability maximizers

technology innovators

damage controllers

automation engineers

goal mentor

product developers

environmental specialists

idea generators

application engineers

equipment suppliers

global expanders

future inventors



*"The results we wanted centered around improving a process that we thought could be better. Dow Corning worked on enhancing our performance, not throwing it out and starting over."*

## SUCCESS STORY

### **Customized Packaging**

A leading manufacturer of customized computer equipment wanted to standardize packaging of a Dow Corning material used globally both in-plant and in field repair shops. The desired result was to ensure that the proper amount of material would be dispensed regardless of the point of use.

#### *The Solution*

We proposed an integrated solution that included contract repackaging of the material and inventory management.

#### *Implementation*

Our solution implementation plan included identifying repackaging requirements to ensure that both in-plant and field needs would be addressed, managing the repackaging on a global basis, providing documentation and labeling for each country where the material is used and managing inventory at multiple warehouse locations.

#### *Value to the Customer*

Working together, we helped the customer ensure that material application would be standardized, resulting in reduced waste, and that inventory management and control would be simplified by standardizing on one package worldwide.



production consultants

technical advisors

packaging experts

service providers

contract manufacturers

cost reducers

commercialization specialists

process streamliners

imagination stimulators

custom formulators

possibility expanders

marketing consultants

dream realizers

silicone suppliers

technology innovators

damage controllers

goal mentor

inventory managers

need fulfillers

productivity increasers

application engineers

equipment suppliers

global expanders

future inventors

# Results

## Measure the Value

Big company or small, global or regional, startup or veteran – no matter where your company fits, you will be able to measure the value that results from the solutions we develop as a team. Value that includes increasing revenue, improving cash flow, raising productivity and controlling manufacturing throughput.

## Listen. Understand. Act.

Tailoring a solution to meet your exact needs is a three-step process:

**We Listen** – our dedicated solutions team starts by discussing your individual situation. What are your objectives for improvement and change in your operations? What are your issues and concerns? What are the road-blocks to meeting your objectives?

**We Understand** – we detail your exact requirements to be sure there are clear, measurable objectives and a statement of the expected results.

**We Act** – based on your needs and our experience and expertise, we craft, propose and help you implement a solution that delivers positive results.



## The Dow Corning Solutions Process

### Opportunity Identification

- Structured needs
- Business case
- Financial analysis
- Risk analysis
- Technical & commercial review

### Deployment Objectives

- Define project goals
- Identify implementation team
- Establish deployment schedule
- Determine project milestones

### Solution Implementation

- Project status report
- Project financial plan
- Cost savings analysis
- Report on current conditions
- Proof-of-concept validation
- Outline of methods for incorporation
- Production trials and start-up

### Value Assessment

- Cost savings analysis
- Productivity analysis
- Project goal deliverables
- Customer satisfaction assessment
- Return on investment



## SUCCESS STORY

### **Technology Commercialization**

A technology startup needed to rapidly commercialize a new product and did not have the infrastructure to support the process.

#### *The Solution*

We proposed a multi-level solution that included help with materials selection, testing, product life cycle analysis and regulatory compliance.

#### *Implementation*

Our solution implementation plan included providing a variety of services that could be used when needed. Services included resin solvent mapping, resin aging and shelf tests, substrate aging and shelf tests, resin filtration requirements, resin packaging, shipping and logistics support, and general environmental, health and safety counseling.

#### *Value to the Customer*

Working together, the customer commercialized the technology and brought it to market significantly faster than relying only on internal resources. Shorter time to market results in improved cash flow and revenue generation.

*"As a small company, we found real value in a solution that helped us go to market without a major infrastructure investment. Dow Corning helped us every step of the way, providing us with the capabilities we simply did not have."*



# Success

## What makes Dow Corning your best choice for success?

With decades of application know-how, Dow Corning people offer experience and expertise unmatched in the industry. Our solutions teams support customers around the world and, while our presence is global, we deliver service and support from local resources familiar with your products and markets.

Dow Corning has also created dedicated strategic solution resources, including our advanced Electronics Application Centers and Packaging Centers, to provide ongoing customer support and customized solutions. We have also built strong collaborative relationships among a global network of equipment manufacturers, channel partners/distributors, contract applicators and specialty repackagers. Together, our internal resources and external



relationships allow us to offer you complete solutions.

The solutions we propose are based on proven methodology and backed by years of real-world experience. But the real measure of success is not the solution we propose, but the success you earn when we meet your needs.

production consultants

packaging experts

technical advisors

service providers

commercialization specialists

contract manufacturers

cost reducers

analytical testers

process streamliners

potential realizers

plant converters

imagination stimulators

custom formulators

marketing consultants

profitability maximizers

dream realizers

technology innovators

possibility expanders

goal mentor

product developers

idea generators

productivity increasers

application engineers

global expanders



## **Materials. Services. Choices.**

The solutions we propose are born of our expertise in materials technology and our experience in your industry. Our resources include a variety of valuable services and a wealth of practical expertise to match our capabilities with your needs. You can choose individual services, or we can tailor an integrated solution that will deliver the exact results you need. Our capabilities include:



- Product Development
- Custom Formulations
- Prototyping
- Sampling
  
- Contract Manufacturing
- Customized Packaging and Labeling
- Recycling
- Warehouse and Logistics Management
  
- Application Development
- Analytical Testing
- Feasibility Testing
- Environmental Health and Safety Solutions
  
- Education and Training
- E-Marketing
- Business Process Optimization

## **Which Dow Corning do you need today?**

Find out how Dow Corning can work with you in unexpected ways, so you can achieve unexpected results for your business. It is as easy as contacting your Dow Corning representative. Refer to the contact information on the back cover of this publication.

You can also find out more about our capabilities by visiting [www.dowcorning.com/electronics](http://www.dowcorning.com/electronics).

## Your Global Connection

### Asia

Dow Corning Toray Silicone Co., Ltd. – Japan  
Tel: +81 3 3287 1011

Dow Corning Asia – Singapore  
Tel: +65 253 6611

Dow Corning (Shanghai) Co., Ltd. – China  
Tel: 86 21 6288 2626

### Australia & New Zealand

Dow Corning Australia Pty. Ltd.  
Tel: +61 1300 360 732

### Europe, Middle East & Africa

Dow Corning Europe S.A.  
Tel: +32 64 888 000

### North America

Dow Corning Corporation  
World Headquarters  
Tel: +1 989 496 6000

Dow Corning de Mexico S.A. de C.V.  
Tel.: +52 5 327 1313

### South America

Dow Corning do Brasil  
Tel: +55 11 3759 4300

Visit our web site: [www.dowcorning.com/electronics](http://www.dowcorning.com/electronics)

#### Photos: From left to right.

Cover: AV06257, AV06254

1: AV06256

2, 3: AV06250, AV06255, AV06261

4, 5: AV06251, AV06258

6, 7: AV06253, AV06259, AV06252

8: AV06260

#### LIMITED WARRANTY DISCLAIMER:

To the full extent permitted by law, Dow Corning disclaims any and all liability with respect to your use of, or reliance upon, any report, data, procedure, conclusions or opinion contained in the information provided to you. You agree that you have the sole obligation to decide whether information provided by Dow Corning will work in your processes or will be safe and efficacious in your applications. It is your sole responsibility to determine the suitability of any products made by or for you in reliance on the information provided to you. Dow Corning does not make any warranty or representation, express or implied, with respect to the utility or completeness of the information provided to you and specifically disclaims the implied warranties of merchantability and fitness for a particular purpose.

*Dow Corning* is a registered trademark of Dow Corning Corporation.

*We help you invent the future* is a trademark of Dow Corning Corporation.

©2003 Dow Corning Corporation. All rights reserved.

Printed in USA

AGR661

Form No. 11-1076-01



Electronics  
Solutions

*We help you invent the future.*<sup>™</sup>