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# PRESSURE SENSITIVE SOLUTIONS E-NEWS

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As a manufacturer in the pressure sensitive industry, I'm sure you're aware of the vital role platinum plays in our business. Of the nearly 30 billion square meters of release liners and films coated globally each year, more than 80% utilize release coatings catalyzed by platinum. Unfortunately, the cost of platinum metal, like any commodity, can fluctuate widely. Recently, platinum has spiraled upward at an alarming rate, more than **tripling** in price since 1999 and rising over 50% in the last year alone. Obviously, this troubling trend has serious consequences for all of us in the pressure sensitive industry.



### Why is this happening?

### How will it affect your operations?

### What can we do to minimize the effect of commodity pricing fluctuations?

These are all important questions that need to be answered, and answered soon. Market indicators suggest that worldwide demand for platinum will continue to outstrip supply. And despite our best efforts, the silicone industry has yet to find a low-cost, abundant material that can replace the superior performance provided by platinum catalysts. Every day, it becomes more evident that the silicone industry cannot continue to absorb this huge raw material cost increase without jeopardizing its ability to bring quality products to

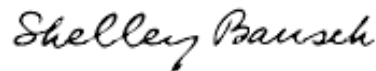
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market. (For answers to these and other questions about the effects of platinum pricing on the industry, [read our full report.](#))


Here at Dow Corning, we are proactively meeting the “platinum challenge” with continued investment in innovative products and service solutions designed to help you stabilize your cost structure. For example, our low-cost [Syl-Off® Advantage Series Solventless Silicone Release Coatings](#) use significantly less platinum than conventional systems, making 10-15% reductions in silicone costs possible in many high-volume applications without sacrificing performance. In addition, we are committed to providing services to help manufacture robust products at the lowest possible cost through process optimization, such as oven and coating line setup, ensuring optimal coat weights and substrate optimization.

The escalation of platinum prices adds to an already challenging business climate for those of us committed to the pressure sensitive industry. Our team at Dow Corning is committed to actively look for new ways to meet your expectations for a high standard of innovation, technical support, applications expertise and reliable supply. I’m confident that, working together, we will find more new and innovative solutions that will bring you and your customers the products and services you need to continue your success in our industry.



Shelley J. Bausch  
Global Industry Director  
Pressure Sensitive Industry  
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For information about all of Dow Corning’s solutions for the pressure sensitive industry, visit us online at [www.dowcorning.com/psi/](http://www.dowcorning.com/psi/).



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