



DOW CORNING

## Dow Corning News

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### Dow Corning to Introduce at Labelexpo Americas 2016 Silicone-Based Technologies for Protective Films in Consumer Electronics



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**Midland, Mich.:** Dow Corning, a global leader in silicones, silicon-based technology and innovation, will introduce to the North American market at Labelexpo Americas 2016 a new, comprehensive portfolio of pressure-sensitive adhesives (PSAs) and coatings for protective films used in the manufacture and shipping of electronic devices, and for screen protection

during consumer use. Exhibiting in booth #1340, Dow Corning will spotlight these low-migration silicone PSAs, and a high-performance silicone hard coating for use on polyethylene terephthalate (PET) films. These innovative products address top electronics industry trends, including increasing demand for a better touch-screen experience for consumers, reducing component scrap during manufacturing and protecting new devices such as curved-edge screens.

Dow Corning's silicone-based products surpass acrylic and polyurethane PSAs by providing better wet-out and heat resistance, stable adhesion and anchorage over time, greater optical clarity and easy repositioning. The company's exceptionally broad and growing product offering can meet diverse customer requirements for adhesion adjustment, die-cutting performance and coating conditions.

Labelexpo Americas 2016 will run from Sept. 13-15, at the Donald E. Stephens Convention Center in Rosemont, Ill.

## About Dow Corning

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Dow Corning (dowcorning.com), a wholly owned subsidiary of The Dow Chemical Company, provides performance-enhancing solutions to serve the diverse needs of more than 25,000 customers worldwide. A global leader in silicones, silicon-based technology and innovation, Dow Corning offers more than 7,000 products and services via the company's *Dow Corning*<sup>®</sup> and XIAMETER<sup>®</sup> brands. More than half of Dow Corning's annual sales are outside the United States. Dow Corning's global operations adhere to the [American Chemistry Council's Responsible Care<sup>®</sup> initiative](#), a stringent set of standards designed to advance the safe and secure management of chemical products and processes.

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