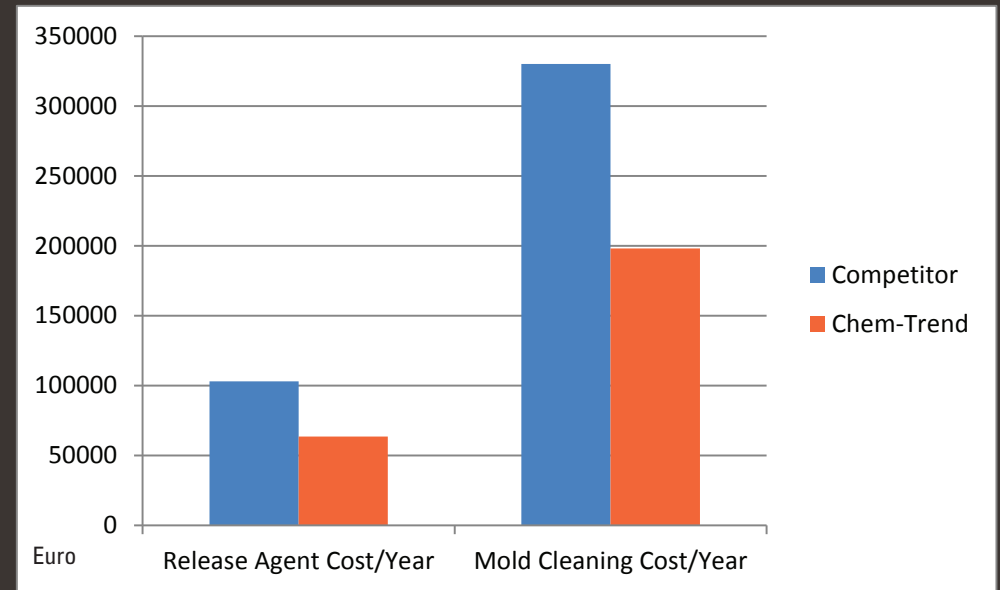


Savings Generated by Chem-Trend Products



Note: Cleaning costs are based on estimates

CASE STUDY: Superior Product Performance Brings Multiple Benefits

Chem-Trend Release Agent Generates Savings

Situation:

A large supplier of rubber-to-metal bonded automotive components was looking to:

- Reduce costs;
- Decrease the frequency of mould cleaning;
- Find one release agent that would cleanly release all the rubber types they process.

Solution:

Chem-Trend met with the customer, and during a shop floor visit was able to review the customer's moulding processes in order to define the right approach. Subsequent trials showed that Chem-Trend was able to provide a product that would meet all of their requirements and deliver multiple benefits.

Benefits:

Use of the more efficient Chem-Trend product reduced the customer's release agent consumption by 45% per month, reducing the costs by almost 60.000 Euro per year. Additionally, cleaning costs were reduced from approximately 330.000 € with

the competitive product to 198.000 € with the Chem-Trend product. Another benefit was that one water-based release agent was able to be used for all rubber types (NR and EPDM). And, of course, Chem-Trend's customer service is superior. Where the competitor only visited the customer once a year, Chem-Trend's representative visits once per month!



Release Innovation™