



Seek **Together**™

## Dow introduces its first recycled plastic resin for shrink film applications in North America

*New PCR-rich resin delivers up to 40% recycled content in shrink film, reducing greenhouse gas emissions and keeping waste out of landfills or the environment*

**MIDLAND, Mich. – Oct. 27, 2020 – Dow** (NYSE:DOW) today introduced its first post-consumer recycled (PCR)-rich resin for collation shrink film in North America, enabling companies to incorporate more post-consumer materials while maintaining the application performance.

The recycled plastic resin, which is designed specifically for retail and logistic shrink film applications, expands Dow's circular technology portfolio to help more customers and brands achieve their sustainability goals by offering the ability to create shrink film with up to 40% PCR content.

"We developed our PCR-rich resin to meet market demand for companies seeking to use more recycled plastics in their products, and we collaborated across the value chain to bring it to life," said Victor Zapata, Dow's recycling commercial director for North America and Latin America. "This gives our customers one more tool to explore sustainable packaging alternatives, especially within Dow's Pack Studios collaboration centers."

The recycled material in Dow's XUS60030.01 Experimental Low Density Polyethylene Resin includes 70% certified film-based PCR. By using a high percentage of recycled plastics, this innovation can also help companies reduce their carbon dioxide emissions and energy footprints.

Other key advantages of the PCR-rich resin include:

- Final package performance comparable to that of packages made with 100% virgin resins
- Sourced with recycled material that includes a high level of certified PCR
- Maintains recyclability as an all-PE film
- Flexibility to customize PCR content for shrink applications
- Reduced carbon footprint of shrink applications
- Reliable with adequate supply to meet market demand
- A homogeneous and consistent solution for incorporating PCR-based film

In January 2020, Dow **announced a partnership with Avangard Innovative** to supply PCR film pellets to Dow. Since securing this reliable, quality supply of PCR, Dow has been evaluating new linear low-density polyethylene (LLDPE) and low-density polyethylene (LDPE) products using PCR.

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“In June 2020, Dow announced **new sustainability targets** focused on eliminating plastic waste by increasing global recycling and designing products for recyclability,” said Zapata. “The launch of our PCR-rich resin is aligned with Dow’s strategy of designing products for circularity and implementing recycling solutions to provide new life for used plastics.”

Dow is developing additional PCR innovations for various applications in industrial and consumer packaging markets in the coming year. To learn more about this new PCR-rich resin for shrink film, join Dow for a webinar on November 9, 2020 at 11 a.m. CST/12 p.m. EST by registering [here](#).

#### **About Dow**

Dow (NYSE: DOW) combines one of the broadest technology sets in the industry with asset integration, focused innovation and a global scale to achieve profitable growth and become the most innovative, customer centric, inclusive and sustainable materials science company. Dow’s portfolio of performance materials, industrial intermediates and plastics businesses delivers a broad range of differentiated science-based products and solutions for our customers in high-growth segments, such as packaging, infrastructure and consumer care. Dow operates 113 manufacturing sites in 31 countries and employs approximately 37,000 people. Dow delivered pro forma sales of approximately \$50 billion in 2018. References to Dow or the Company mean Dow Inc. and its subsidiaries. For more information, please visit [www.dow.com](http://www.dow.com) or follow [@DowNewsroom](https://twitter.com/DowNewsroom) on Twitter.

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