

FPD HOT NEWS

FALL 2008 FPD CONFERENCE will be held on Sept. 21-23, 2008 at the Westin Kierland Resort in Scottsdale, AZ. There is something for everyone at The Westin Kierland Resort & Spa, including the Kierland Golf Club and the ambiance, shopping, and dining in Scottsdale.



The fluoropolymers industry continues to face challenges such as the PFOA issue and the U.S. Green Building Council's LEED initiative, which has the potential to restrict or eliminate the use of fluoropolymers in future construction. **Confirmed program topics includes updates on these issues**, a

State Regulatory & Legislative Update (*Jane Adams*, SPI); The Dawn of Organic Optoelectronics (*Dr. Bernard Kippelen*, Georgia Institute of Technology); and Fuel Cells (*John Goodman*, Entegris). **Keynote speaker is J. D. Hayworth**, former US Congressman, author, and Broadcaster, who will do a bipartisan “**2008 Election Analysis.**” For registration and additional, please visit www.fluoropolymers.org

SPRING 2009 CONFERENCE will be May 3-5, 2009 at the Hyatt Grand Champions in Palm Springs, California. It will be co-located with the Machinery Division. *Mike Patterson and Bob Smith* have agreed to act as conference co-chairs. The SPI staff involvement in program development for the conferences will be increased in future meetings, starting with the Spring 2009 Program.



FPD LOGO... We are in the process of creating marketing material for the FPD and will soon decide on a new logo.

OTHER FPD ACTIVITIES

MEMBERSHIP COMMITTEE...

SPI Salespeople... Bob Smith reported that he is working with SPI's new salespeople to help recruit new members. Staff participated in a fluoropolymers training day at DuPont. *Bruce Devine*, SPI Membership Sales, attended the Spring 2008 conference to interact with members and potential members.

The e-mail survey for potential members, led by *Terence Neville and Mike Patterson*, has been developed. Responses have come in and are being reviewed.

EXECUTIVE COMMITTEE... The plan for “Fluoropolymers World” at NPE in 2009 was presented to the staff at the June Executive Committee. The Division booth will be provided at no cost to the Division. The committee encourages our membership to participate.

SOCIETAL VALUE OF FLUOROPOLYMERS... *Bruce Nesbitt* is leading a committee which has developed an email questionnaire to gather data on fluoropolymer applications and their benefit to society. The survey to solicit the processors and coaters for unique applications of fluoropolymers has been sent. We hope to complete this survey very soon.

FLUORONEWS is now being printed digitally in full color. Digital printing is quicker, does not cost significantly more than offset printing at the quantities run, and minimizes the cost of reruns. The Summer 2008 issue was issued in early August.

MONTHLY FPD HIGHLIGHTS has been reformatted in similar style to SPI Link. Please include E. Robert (Bob) Hill on your press release list at eben_hill@msn.com, so we can note the accomplishments and honors of your Company and Staff.

FLUOROGUIDE... We are updating the tables monthly, or as needed. Please check your company input on our website and give Bob Hill, Hill Business Writing LLC, any needed further revisions at eben_hill@msn.com. We did a full update in June 2008.

FPD WEB SITE HITS continue to increase steadily. We continue to add a steady stream of new content to our web site, and are now posting post-conference summaries, including the conference program, a list of attendees, and more. We just added a tribute to *Omer Plourde*, a fluoropolymers pioneer, still vitally involved at DeWAL.

FPD SECTION ACTIVITIES

FPD Section activities continue to be strongly emphasized at all conferences. Each Section breakout has content of specific interest to its industry segment. Both the Coaters and Processors Sections are working hard to reach new and old member prospects and make them aware of what Section membership can do for them.

Coaters Section... The group wants to increase its efforts to reach out to coater member prospects. The Section will have presentations on “Materials Handling” and on “REACH” at the Fall 2008 Conference at Scottsdale, AZ. The Section is monitoring California legislation.

Processors Section... The Section name has been changed from PTFE Processors to the Processors Section, reflecting the wider scope of its membership and breakout subject matter. The section is joining the Coaters at the Fall Conference for the presentations on “Materials Handling” and “REACH.”

Wire and Cable... See the recent detailed status report in the Summer 2008 issue of FluoroNews in the Section Corner on page 4.

PEOPLE ON THE MOVE

FPD... It is our pleasure to announce that *Al Damico*, Chairman of the Fluoropolymers Division, has accepted the position of Executive Vice President here at SPI. Al has given notice at Daikin and will be joining us on Sept. 8. His role here at SPI will be similar to that of our former COO, Catherine Randazzo, but he will also have expanded duties in working with membership and all the business units. This means that Al will have a continuing connection to the Fluoropolymers Division and will be working with *Terry Peters and Jennifer Goldman* in support of the Division. We are excited to have someone with Al's industry knowledge joining our team. SPI Staff will be working with Al and *Tim Walsh*, incoming FPD Chairman, to assure a smooth transition of leadership now and at the upcoming meeting in Scottsdale. Al will be attending in his new role. We will have an announcement and transition during the program.



Al Damico

AGC CHEMICALS AMERICAS, INC. names *Hideyuki Kurata* as President and CEO of AGC Chemicals replacing *Masumi Suehiro*, who has returned to AGC Japan. Kurata-san managed both production and engineering of the Asahi Guard® product line and other fluoroproducts. In 2001, he transferred to the Business Development Division at Tokyo headquarters and became the division's leader. In May of this year, he joined AGC Chemicals Americas, Inc. as Senior Vice President in charge of its sales and marketing teams. Kurata-san now oversees AGC Chemicals' entire product portfolio and operations.

INDUSTRY HIGHLIGHTS

ADVANCED FLEXIBLE COMPOSITES, Inc. (AFC) has improved its DuraStick® 255 Gold Series of Pressure Sensitive Adhesive Tapes. DuraStick® 255 Gold series is now manufactured with the addition of the AFC "High Heat" silicone adhesive system. This new higher temperature, silicone adhesive system allows the 255 series to be used in temperatures up to 550°F. AFC DuraStick® Gold tapes are specially engineered to maximize application life, while minimizing down time in the most demanding situation. DuraStick® series 255 is AFC's most abrasion resistant tape making it an ideal choice in challenging environments such as UPVC window and door welding, Mylar balloon sealing and in flexible packaging and heating sealing applications.

FLUORO-PLASTICS... Fluoro-Plastics has been certified to the ISO 9001:2000 quality standard. We view this as a manufacturing program that will place us in a position to provide materials to fulfill performance specific standards for OEMs. Fluoro-Plastics will shortly provide some additional information about some of the enhancements and recent technical innovations at FP and what they mean to the prospective customer base.

WHITFORD now offers many coatings in new formulas that are totally free of PFOA (the current low-PFOA formulas are also still available). All Whitford facilities offer both low- and PFOA-free coatings. Availability: Samples and production quantities of the new PFOA-free coatings in our Excalibur®, HALO®, Eclipse®, QuanTanium®, and Quantum2® lines are available now.

All Whitford's new PFOA-free coatings have been thoroughly tested, and perform the same as those of the low-PFOA formulations. Some customized reformulation may be required to meet specific needs. The new PFOA-free formulations can be applied via spray, roller and curtain application, the same as the low-PFOA versions. Testing: All have been thoroughly tested according to the Whitford matrix of cookware tests, which include the Reciprocating (Scotch-Brite) Abrasion Test, Tiger Paw, Contact Angle, Release Value as well as the standard Cross-Hatch/Boil, and Dry-Film Thickness evaluations.

To complement Whitford's new environmentally friendly coatings, two additional "green" seals are being introduced for use with the existing Whitford trademarks, or by themselves.

DAIKIN AMERICA, INC., the second largest fluoropolymer supplier in the US, announced successful implementation of their May 2008 price increase announcement across all polymers. These increases were necessary to recover some of the production cost increases driven by freight, energy, and packaging; and, during the last 6 months, unprecedented increases for key raw materials.

DUPONT FLUOROPOLYMER SOLUTIONS announced the call for entries for the 2008 [*Plunkett Awards for Innovation & Sustainability*](#) in the Americas, Europe/Middle East/Africa and Asia Pacific. The awards recognize businesses in many diverse industries, including chemical and plastic industries, for their innovative uses of DuPont fluoropolymers.

This year, marking the 70th anniversary of Teflon®, the 2008 Plunkett Awards will include new sustainability selection criteria as well as increased award values and honorable mentions. The awards' sustainability standard measures whether the product or application helps reduce environmental impact through lower energy consumption, lower water consumption, reduction in material/weight and reduced waste. This new category is in line with the DuPont 2015 corporate sustainability goals and demonstrates the DuPont Fluoropolymer Solutions' commitment to sustainable solutions that build the foundation for the future of the industry. DuPont also encourages submissions that have application benefits including: increased safety, assured quality, improved reliability and lower cost.

The awards are named after DuPont scientist Dr. Roy Plunkett who discovered polytetrafluoroethylene (PTFE) – later branded DuPont™ Teflon® – in 1938. More information about the 2008 Plunkett Awards and entry requirements is included in the press release below or at <http://dupont.com/plunkett>.

SOLVAY SOLEXIS (Bollate, Italy) will increase the price of Technoflon Fluoroelastomer grades by 10%, effective August 1. The company said prices of many of its raw materials have doubled in price in the last year, while sulphuric acid has quadrupled in price in the same period.

SPI ACTIVITIES IN SUPPORT OF FPD

SPI'S QUARTERLY INTERNATIONAL TRADE WEBINAR SERIES: "REACH 201" ... Continuing its series of trade webinars, SPI's trade staff, in coordination with the SPI REACH Working Group, will host a follow-up webinar on the Registration, Evaluation, Authorization and Restriction of Chemicals in Europe (REACH). "REACH – 201" will be held at 2:00 p.m. (EDT) on September 30, 2008.

SUSTAIN '08: A PLASTICS BUSINESS SUMMIT... What works, what doesn't when going GREEN? Find out from *Andrew Winston*, founder of Winston Eco-Strategies, the opening keynote speaker at *Sustain '08: A Plastics Business Summit*. Winston works with leading companies to use environmental thinking to drive growth. He has consulted with start-ups and Fortune 500 companies and co-wrote the bestseller "Green to Gold." **Sustain '08** will feature two dozen presenters and help plastics executives navigate today's green business challenges.

Registration is \$795 per person for SPI members, \$995 for non-members, and \$99 for an optional add-on Energy Management workshop. This includes all conference networking receptions, breakfasts, breaks, and lunches. For full event, exhibit and sponsorship details, visit Sustain08.com.