

Press release

Polyurethanes industry launches new campaign and logo

Brussels, 1 April 2009 – ISOPA, the European Diisocyanate and Polyol Producers Trade Association, is presenting a new campaign and logo for polyurethanes. For the first time, the industry is getting together to launch a communications initiative that highlights three key traits of polyurethanes - sustainability, versatility and comfort - in a single overarching campaign which will inform key audiences, such as European policy makers and retailers, of the benefits of polyurethanes in a non-technical, user friendly way.

The campaign, which is being launched at UTECH 2009, will focus on a wide range of audiences beyond the polyurethanes industry, highlighting the role and relevance of polyurethanes as a useful, safe, affordable and versatile material that is found in a wide range of applications, bringing comfort to our daily lives, while contributing to long-term sustainability.

The newly created polyurethanes logo embodies the modern, dynamic and innovative qualities of polyurethanes. The three elements of the logo symbolise the three pillars of sustainability, showing how polyurethanes are an economically important product providing employment throughout Europe, due to their high innovative potential; are socially important as they increase comfort and quality of life for millions; and are also a key to environmental sustainability thanks to their contribution to energy efficiency.

At the centre of the campaign is the launch of a new website www.polyurethanes.org which explains the importance of polyurethanes to how we live today. From fridge insulation to rollerblade wheels, from mattress foam to shoe soles, polyurethanes are all around us and the new website lifts the lid on this innovative product to reveal how central it is to our everyday lives.

Wolfram Frank, Secretary General of ISOPA, speaking at the launch of the campaign, said: “It gives me great pleasure to present this new campaign. Polyurethanes are a hugely important product in the world today. Each and every one of us uses them, but manufacturers have known for a long time that few people understand the properties and benefits of this versatile and diverse product.

“This campaign will put this right. It will target European policymakers, retailers and other audiences to underline the crucial role polyurethanes can play in tackling the challenges we face today. Whether as a job creator for the millions of people across the EU who depend on it for direct or indirect employment, or as a product which helps us reduce household heating bills thanks to its excellent insulating properties, it is important that polyurethanes are recognised for their unique versatility and contribution to sustainability. Polyurethanes are not only a product providing solutions in today’s world, but also for tomorrow’s.”

The ISOPA stand can be visited at the UTECH exhibition, stand number 1590, from 31 March to 2 April. More information on the campaign can be found on www.polyurethanes.org

For more information, please contact:

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ISOPA is the European Diisocyanate and Polyol Producers Trade Association. Diisocyanates and Polyols are the main building blocks for polyurethanes. ISOPA promotes the highest standards of best practice in the distribution and use of these raw materials, ensures that all stakeholders can easily access accurate and up-to-date information on diisocyanates and polyols, and shows how polyurethanes help fulfil society's present and future needs. ISOPA's eight members are Bayer Material Science, BorsodChem, Dow, Elastogran, Huntsman, Perstorp, Repsol, and Shell Chemicals.