

August 9, 2011

Mitsui Chemicals, Inc.

Launch of New **NOTIO™SN** Syndiotactic Elastomer

Mitsui Chemicals, Inc. (Toshikazu Tanaka, President & CEO) announced the launching of a new product, a syndiotactic elastomer **NOTIO™SN**. The company manufactures and widely distributes elastomers (flexible polymeric materials) for uses which include automotive, packaging, and construction materials.

Outline of **NOTIO™SN**

1. Product: Controlled nano structure elastomer
2. Product name: **NOTIO™SN**
3. Production facility: Current plant within Ichihara Works
4. Technology: Proprietary metallocene catalyst
5. Sales commencement: April 2011
6. Expected sales: Over 1 billion yen

Mitsui Chemicals currently manufactures and distributes an alpha-olefin-based elastomer, **NOTIO™PN**, which has a crystalline structure controlled in nano-order using characteristics of metallocene catalysts. **NOTIO™PN** has superior heat resistance, flexibility, and rubber elasticity, and is widely used in sheets, films, hoses, tubing, and other packing materials.

The new **NOTIO™SN** has a syndiotactic structured molecular chain, and in addition to characteristics of **NOTIO™PN**, has superior abrasion and scratch resistance when compared with current olefin elastomers. **NOTIO™SN** is highly adaptable to extrusion and shows good adaptability to calendaring manufacturing techniques.

As **NOTIO™SN** has qualities such as the abovementioned, which were not previously possible in olefin elastomers, demand for its use in synthetic leathers is expected.

Synthetic leathers made using **NOTIO™SN** are lightweight, wear and moisture resistant, phthalate-free (esters of phthalic acid are used as plasticizers), organic solvent-free, and scentless. In addition, **NOTIO™SN** is highly compatible with olefin polymers and by combining it with such materials, adjustment of flexibility and control of processing conditions are facilitated. It is also compatible with polyolefin polymer additives, fillers, and pigments making mixture easy.

Test marketing of the synthetic leathers showed it to be highly evaluated by leading customers and good market potential is seen in areas including automotive materials, bags, shoes, wear, furniture, stationery goods, and other applications.

Mitsui Chemicals will continue to pursue development of uses for **NOTIO™SN** and strategically positions the product as a next generation core product of its elastomers business.