



Dow performance silicones

Building the future – Dow recognized by China's curtain wall industry solution

CASE STUDY: SHANGHAI ORIENTAL PEARL TV TOWER



The challenge

The China curtain wall industry was failing to compete on a global level, outpaced by decades of expertise in North America and Europe and suffering from inconsistent quality and safety due to a lack of industry standards.

The solution

The China Building Decoration Association (CBDA), a leading industry association in China, recognized the lack of leadership in the curtain wall industry and engaged Dow on a number of projects with the CBDA to lead China's curtain wall industry to a position of global leadership.

One project of note is the Shanghai Oriental Pearl TV Tower. Through collaboration with the CBDA, Dow products made it possible for the structure to incorporate larger expanses of glass for greater aesthetic appeal and interior natural light.

The final structure demonstrated increased energy efficiency, lower operating costs and built significant community pride in the structural landmark.

City and country

Shanghai, China

Product*

- Curtain wall products from Dow

Key participants

- The China Building Decoration Association (CBDA)
- Dow

*Prior to February 2018, products listed were branded as Dow Corning.



Dow also led the Chinese curtain wall industry in several industry initiatives and specifications formulations. Among other efforts, Dow pioneered the development of industry standards for the first nationwide safety inspection of existing curtain wall projects.

The result

Dow was recognized recently for promoting the healthy development of China's curtain wall industry at the annual China Building Decoration Association's meeting. CBDA commended Dow, the only foreign company to be presented the award, for its active participation and vital role in developing the Chinese curtain wall industry.

W.K. Ho, general manager, Dow China, said, "We are very excited about the award as it is a great external validation of our continuous effort to collaborate with regulators and industry players to further China's sustainable development effort. We will continue to bring in the best practices to support our customers to achieve their sustainability goals."

For more information

Learn more about Dow's full range of High Performance Building solutions, including service and support, by visiting us online at dow.com/construction.

Dow has sales offices, manufacturing sites and science and technology laboratories around the globe. Find local contact information at dow.com/contactus.

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