Explore Innovations at K 2025

We're collaborating across the value chain to meet consumer demand for packaging and innovative materials that support the shift to a low-emissions and circular economy without any compromise on performance.

Visit the Dow building 04.1 just outside Hall 4 at K 2025 to discover our latest innovations demonstrating how we are partnering with brand owners and converters to develop food, industrial, rigid and medical packaging solutions that deliver excellent performance while ensuring the stringent quality and regulatory compliance requirements set by the respective industries. We also have a range of samples that showcase advanced consumer materials that don't compromise on style.

K 2025 offers the ideal platform to engage with our samples and meet experts who would love to explore opportunities to collaborate on the next generation of innovative materials. You'll find a comprehensive overview of our prototypes in the **CONSUMER & PACKAGING** segment below.

SAMPLE	DESCRIPTION
CONSUMER	
REVOLOOP™ Recycled Plastics Resins for suitcases	Developed for use in suitcases, this REVOLOOP™ Recycled Plastic Resin contains about 65% recycled polypropylene from post-consumer waste, offering excellent and stable processing characteristics. It has been tailored to address highly demanding mechanical requirements for suitcases, including impact and scratch resistance.
INFUSE™ Olefin Block Copolymers in high-performance footwear	High-performance shoes are increasingly demanding. Dow's olefin-based polymers, such as INFUSE™ Olefin Block Copolymers (OBC) and ENGAGE™ Polyolefin Elastomers (POEs) and plant-based INFUSE™ REN and ENGAGE™ REN POEs, can be blended with ELVAX™ EVA (ethylene-vinyl acetate)-based foams to enhance both performance and processing.
POE leather backpack	A backpack crafted from EVOAIR™ Polyolefin Elastomers Leather, offering both style and functionality. It is designed for recyclability and caters to consumers who prefer vegan materials.
Paper packaging with hotmelt adhesive	AFFINITY™ GA polymers reliably adhere in a broad range of temperatures, with added benefits such as reduced odors and gelling, less machine wear and tear, and better color in use. They provide fast, clean, strong bonding that withstands extreme cold and enables the sealing of more boxes with less adhesive.
SURLYN™ Ionomers elevating perfume packaging with sustainability and style	Perfume caps made with SURLYN™ and bio-circular SURLYN™ REN. SURLYN™ Ionomers are used for cosmetic packaging due to its durability, clarity, and ability to support high-quality designs. It also allows design for recycling options, making it a great choice for beauty brands aiming for sustainable packaging solutions.
Premium cosmetic jars with SURLYN™ PC 2000 REN Ionomers	Cosmetics jars made with SURLYN™ PC 2000 REN. Made from bio-based resources such as used cooking oils, SURLYN™ PC 2000 REN helps reduce carbon footprint while maintaining optical, sensory, and mechanical performance.
POE leather washbags	A washbag made with EVOAIR™ POE Leather, providing style and function. Designed for recyclability and appeals to consumers who prefer vegan materials.
Patagonia Dirt Craft Pants	These Dirt Craft Pants are built with stretchy, breathable fabric. 4.4-oz 82% recycled polyester certified by OceanCycle/18% XLANCE plain weave; with four-way stretch and a durable water repellent (DWR) finish made without intentionally added PFAS.
Tecasafe workwear	Tecasafe 360+ is the latest inherent fire-resistant fabric on the market which fits all needs. Featuring the XLANCE fiber, Tecasafe 360+ offers the perfect balance between ultimate freedom and uncompromised safety.
Speedo swimwear	Ultra-chlorine-resistant fabric with XLANCE technology goes the distance with you, with sunscreen-resistant UPF50+ fabric.

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PACKAGING	
Barrier pouch enabled by cast MDO-PE film	Made from cast MDO-PE film, printed on a rotogravure press at high speed, and laminated to a CPE film with EVOH barrier, this pouch is designed as a recyclable alternative to traditional OPET-based laminates. Partners: W&H, B&B, Nordmeccanica
Fabric conditioner sachet enabled by blown, barrier MDO-PE film	These high-barrier sachets were produced on a high-speed VFFS line thanks to the combination of a MDO-PE film with EVOH barrier, and a high-performance lamination film with low seal temperature. Partners: W&H, Kuraray, Mespack, Nordmeccanica
All-PE pouches for home care including >30% PCR from household waste	These MDO-PE/PE laminate pouches were made using over 30% of PCR from household waste with the lamination film quality improved further using Reifenhäuser's "fusion" technology. Partners: Reifenhäuser, Comexi, Mespack
Stand-up pouch for multiple applications enabled by cast MDO-PE film	This pouch shows the potential of cast-MDO-PE film developed by Reifenhäuser using Dow resins which could be used as a print substrate across a broad range of applications. Partners: Reifenhäuser, Wipf
All-PE pouches with high barrier made with over 50% PE from advanced recycling	These MDO-PE//PE-barrier pouches for peanuts, printed in various designs thanks to digital printing technology, incorporate over 50% advanced recycled PE for improved circularity. Partners: Macchi, ITP
Barrier D4R design refill pouch with low-gauge MDO-PE film	Very low-gauge cast MDO PE printed in high-quality offset printing, laminated to a high-performance, barrier lamination film to achieve good pouch production and drop resistance. Partners: SML, Comexi, Mespack
Barrier pet food pouch with a high-performance, metallized sealant web	Low-gauge, MDO-PE print web laminated to a metallized sealant film providing medium-high barrier for multiple applications. Partners: BOBST, SML
Ultra-high-barrier, all-PE stick packs for different applications	Using co-developed oneBARRIER technology, these stick packs are enabled by a primer-enhanced, metallized MDO-PE film which provides very high barrier performance. The sticks run at high output on the Mespack VFFS line. Partners: BOBST, Mespack, Poplast
Thermo-laminated, all-PE pouch for multiple applications	MDO-PE//PE laminate created via thermo-lamination of digitally printed MDO film with innovative sealant web providing good operating window during pouch conversion. Partners: HP, SML, Karlville
High-stiffness barrier pouch for pet snacks using cast MDO-PE film	Cast MDO-PE//PE-barrier laminate with zip closure for pet food snacks. Excellent machinability both in printing and pouch conversion. Partner: W&H
Ultra-high-barrier, all-PE cereal bar packaging enabled by BOPE film	All-PE laminate with ultra-high barrier constructed using a metallized, BOPE film with novel, EVOH barrier resin and a thin, high-performance sealant web. Partners: Brückner, BOBST, Ulma Packaging, Kuraray
D4R barrier shrink bag	PE-rich barrier shrink bag designed for recyclability, enabled by Dow high-performance resins. Partners: Spektar, Kuraray

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Paperboard substitution using novel structure based on HDPE	Plastilene foamed HDPE structure providing paperboard-like stiffness/feel for full-PE packaging solutions.
PE-rich vacuum pouch with reduced carbon footprint	PE-rich vacuum pouch designed for recyclability. Combivac mono-PE with no added cost, reduced carbon footprint, PPWR-compliant and designed for high performance. Partners: VF Verpackungen, Kuraray
Barrier flow-pack enabled by cast-MDO-PE	All-PE laminate for flow packs using high-performance barrier cast MDO-PE. High-quality printing, lamination and pouch confectioning. Partners: SML, Supravis
Beverage carton board pack incorporating bio-circular resin	This liquid cartonboard package provides a lower CO2 footprint thanks to alternative barrier resin technology and the incorporation of bio-circular PE resins including the tie layer. Partner: Elopak
All-PE thermoformed pack for meat	PE-rich, thermoformed barrier pack for meat and cheese packaging enabled with high-performance Dow resins. Partner: Allvac
Liquid cartonboard packaging collaboration using PCR from advanced recycling & bio-circular resins	Orkla, Elopak cartons (D-PAK™) for Home & Personal Care incorporating Dow recycled & bio-circular polymers, helping to reduce the amount of plastic that ends up in landfill and lower CO2. This next-generation solution delivers the same high performance and protection while helping to prepare for upcoming PPWR targets. Partners: Orkla, Elopak
Ultra-high barrier pouch, designed for recyclability	Laminate film based on oriented PE and utilizing metallization of a PE sealant web to achieve very high barrier levels in a film designed for recyclability. Partner: Huhtamaki
Commercial D4R packaging enabled by PE films based on Dow solutions	Commercial packaging, designed for recyclability, enabled by oriented PE films based on Dow resin technology.
100% post-consumer recycled PE resins for shrink films	Developed for use in collation shrink films as secondary packaging for transporting cans or bottles, REVOLOOP™ Recycled Plastics Resins enable the production of consistent, high-quality films with 100% post-consumer recycled PE – delivering full performance without compromising material quality or functionality.
Downgauged Heavy Duty Shipping Sacks with INNATE™ Precision Packaging Resins	Made with INNATE™ Precision Packaging Resins, this 25kg HDSS offers high level of product protection at just 100 microns. By continually innovating we have reduced the thickness of the HDSS used in our production plants by 28%. The sack was produced by Trioworld, a global leading producer in flexible films.
High-performance stretch wrap with 35% PCR produced in nano-layer	With INNATE™ Precision Packaging Resins, Dow developed a mono-material multilayer PE solution with outstanding tear while maintaining robust mechanical performance, high load stability, ease of processing, and incorporating 35% recycled content. This film was realized in a nano-layer line with Windmöller & Hölscher.
High-performance cast stretch film with 35% recycled content	With INNATE™ Precision Packaging Resins, Dow developed a mono-material multilayer PE solution with outstanding tear while maintaining robust mechanical performance, high load stability, ease of processing, and incorporating 35% recycled content. This film was realized with SML Extrusion Lines.

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Collation Shrink Film with 70% PCR content, including 35% from household waste	Together with RKW Group, Dow has enabled the development of a new collation shrink film made with REVOLOOP™ Recycled Plastics Resins. Containing 70% PCR (35% from household waste), the film meets mechanical recyclability requirements and offers excellent processability.
ELVALOY™ AC enables high-performance stretch hood films with 35% PCR	Made with ELVALOY™ AC Acrylate Copolymers, and REVOLOOP™ Recycled Plastics Resins, this stretch hood film incorporates 35% PCR. It delivers elasticity, load stability, and processability. This film was realized with Trioworld, the leading global producer of innovative high-performance flexible films.
Mono-material polyethylene high-performance stretch wrap film	Dow has developed a PP free solution for high performance cast stretch film. This mono-material multilayer polyethylene film delivers exceptional tear performance, stretchability, consistent cling performance, toughness, puncture resistance and designed for recyclability. Visit SML at Hall 17, C39, to see Dow's resins in action.
INNATE™ Precision Packaging Resins reinvent silo bag performance	By using a combination of INNATE™ Precision Packaging Resins, this recyclable mono-material film for silo bags enables downgauging by up to 20% while significantly improving impact and tear resistance, doubling existing performance figures. This film was realized with RKW, one of Europe's leading manufacturers of silo bags.
A collaboration between Dow, Lord & Cargill	Using REVOLOOP™ Recycled Plastics Resins, Cargill replaced cardboard boxes with collation shrink incorporating high-quality post-consumer recycled (PCR) content in Liza's soybean oil packaging. Developed with Lord, this film helps reduce water usage and lower greenhouse gas emissions.* *According to LCA conducted in São Paulo, Brazil, in May 2022 by Lord.
A collaboration between Dow, Lord & Heineken	REVOLOOP™ Recycled Plastics Resins are used in the collation shrink film now adopted by Heineken for Amstel Lager cans. Developed with Lord, the film contains 30% PCR and replaces cardboard packaging. This film helps reduce water usage and lower greenhouse gas emissions over one year of product transport.
EVERCAP™ Innovative Closure Resins for aseptic sterilization and hot fill closures	EVERCAP™ DMDC-1260 HDPE Innovative Closure Resin offers the right balance of performance properties to address demanding closure applications in aseptic or hot fill sterilization processes with improved higher heat deflection temperature and ESCR.
EVERCAP™ Innovative Closure Resins for new living hinge polyethylene solution for closures	EVERCAP™ DMDA-1241 HDPE Innovative Closure Resin is an alternative to polypropylene for closures and dispensing systems providing living hinge capabilities with excellent balance of toughness, shrinkage and processability.
CONTINUUM™ Bimodal Polyethylene Resins for CSD	CONTINUUM™ DMDC-1250 HDPE Bimodal Polyethylene Resins developed for carbonated soft drink and hot fill closures, addressing demanding performance requirements like ESCR, stiffness, impact strength and sensory. Injected with a new MOLDMASTER hot runner design improving ESCR and process efficiency.
CONTINUUM™ Bimodal Polyethylene Resins with and without slip agent for CSD and hot fill closures	CONTINUUM™ DMDC and DMDE-1250 HDPE Bimodal Polyethylene Resins developed for carbonated soft drink and hot fill closures, addressing demanding performance requirements like ESCR, stiffness, impact strength and sensory, while maintaining good processing characteristics. Visit SACMI in Hall 13, A63 to find out more.
EVERCAP™ Innovative Closure Resins for child-resistance with high gaseous barrier closures	EVERCAP™ DMDA-1260 HDPE Innovative Closure Resin is an organoleptic bimodal HDPE without slip agents for closures in hot fill or aseptic sterilization processes requiring improved stiffness and ESCR.
DOWLEX™ Polyethylene Resins for folded unslitted tethered caps	DOWLEX™ 2006G Polyethylene Resin is an organoleptic LLDPE multipurpose resin without slip agents showing superior stiffness and temperature resistance.

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DOW™ HEALTH+™ Polymers for Blow-Fill-Seal (BFS) packaging from Giant Biogene	Giant Biogene is a leader in the China's bioactive ingredient-based professional skin treatment product industry, focusing on functional skincare, medical dressings and functional food. DOW™ LDPE 91003 HEALTH+™ supports their skincare products' development to meet stringent standards for product performance and customer satisfaction.
DOW™ HEALTH+™ Polymers for Blow-Fill-Seal (BFS) packaging from Aculife	Aculife Healthcare Private Limited utilizes DOW™ LDPE 91003 HEALTH+™ Low Density Polyethylene Resin in its Blow-Fill-Seal bottles for saline and sterile Water for Injection (WFI). The automated aseptic process helps ensure high product purity and safety. Sterilized at 108°C, the bottles made with DOW™ HEALTH+™ Polymers support consistent and reliable infusion performance.
bottelpack® Blow-Fill-Seal (BFS) IV Bottles with DOW™ HEALTH+™ Polymers	The intravenous (IV) bottle produced by Rommelag, one of the leading OEMs in BFS technology, features DOW™ LDPE HEALTH+™ Polymers for excellent clarity. HEALTH+™ Polymers offer consistent quality and reliable processability, helping meet the stringent healthcare requirements, including sterilization at temperatures up to 112°C.
bottelpack® Blow-Fill-Seal (BFS) Ampoules with DOW™ HEALTH+™ Polymers	The ampoules produced by Rommelag, one of the leading OEMs in BFS technology, feature DOW™ LDPE HEALTH+™ Polymers for excellent squeezability and clarity. DOW™ HEALTH+™ Polymers offer consistent quality and reliable processability, helping meet the stringent requirements of healthcare applications, including very low extractables levels.
DOW™ HEALTH+™ Polymers for Blow-Fill-Seal (BFS) packaging from Juhel	Pharmaceutical manufacturer Juhel developed BFS ampoules and IV bottles using DOW™ LDPE 93004 HEALTH+™ – a barefoot resin for sterilization temperatures up to 112°C, supporting shorter production cycle times. With extractables up to 50% lower than incumbent materials, it helps meet healthcare requirements.
Renolit IV Bags with Dow polymers	Medical film manufacturer Renolit uses Dow polymers for intravenous (IV) bags, designed for performance and patient safety. Dow has a wide range of PVC-free materials for mono- and multi-layer IV bags made for transparency, low-temperature mechanical stability and radio frequency (RF) welding.
DOW™ HEALTH+™ Polymers for downgauging in pharmaceutical bottles	CONTINUUM™ DMDF-6620 HEALTH+™ Bimodal Polyethylene Resin brings excellent moisture and oxygen barrier, rigidity and crack resistance to pharmaceutical bottles, supporting downgauging of the bottle wall by 30% without compromising performance. LOG Pharma's Barrier Eco Line uses DOW™ HEALTH+™ Polymers for lightweight packaging.
PE Diapers toward mono design	This diaper represents a simplified material composition for easier recyclability. Dow's ethylene-based polymers support ultra-soft, cloth-like nonwovens and fibers – bringing comfort, flexibility, and performance for every age and lifestyle.
High-performance artificial turf yarns with Dow resins	ELITE™ Enhanced Polyethylene Resins and DOWLEX™ Polyethylene Resins showcase Dow's versatility across sports applications – combining mechanical toughness, softness, and resilience for safe play. Polytan, a leader in high-performance synthetic surfaces and turf systems, uses Dow's PE portfolio for advanced materials in sports.
Elastic laminate with soft stretch powered by INFUSE™ and ELVALOY™ AC	INFUSE™ Olefin Block Copolymers are designed for soft stretch and strong elasticity with higher PE content, as seen in this sample developed with Hermann Ultraschall. Made for monolayer and coextruded cast/blown films, they pair well with ELVALOY™ AC Acrylate Copolymers for reduced stickiness, excellent unwinding, and consistent hysteresis.
ASPUN™ Fiber Resins for bi-component PE/PP nonwovens	ASPUN™ Fiber Resins offer advanced softness and comfort for nonwovens in diapers and absorbent hygiene products. Designed for efficient processing and easier bonding, they balance tactile softness, flexibility, and strength. This sample was developed with Reifenhäuser Reicofil, a global leader in spunbond and meltblown technologies.
ASPUN™ Fiber Resins for bi-component Lofty S/S PE/PP nonwovens	ASPUN™ Fiber Resins can be used in combination with other polymers to produce bi-component side-by-side (S/S) curly filaments for ultra-soft, lofty nonwovens. This sample made with Reifenhäuser Reicofil, a global leader in spunbond and meltblown lines for hygiene and medical applications, demonstrates efficient processing, low bonding temperatures, and comfort.

Form No. 768-1031-01-1025PN