



Enhanced sustainability with AFFINITY™ RE bio-based high performing polyolefin elastomers

How can we increase packaging sustainability without lowering its performance?

When it comes to packaging, consumers expect products that offer high performance matched by greater sustainability. Dow is committed to meeting this expectation with more sustainable solutions for a diverse range of packaging.

Dow's AFFINITY™ GA range delivers high-performing polymers that enable hot-melt adhesives (HMAs) with an optimal combination of excellent adhesion, endurance and consistent quality on multiple applications. With AFFINITY™ RE, this range now offers enhanced sustainability.

Produced using a renewable feedstock, AFFINITY™ RE enables the value chain to move towards more sustainable polyolefin elastomers (POEs) and to achieve a lower carbon footprint thanks to a substantial reduction in CO₂ in contrast to conventional POEs.

Combining a lower carbon footprint with a superior performance and quality finish, AFFINITY™ RE gives packaging an enhanced sustainability profile that makes it stand out from the rest.



Sustainably sourced bio-feedstock

Designed to enable more sustainable products, AFFINITY™ RE is produced using renewable energy from bio-feedstock such as Tall Oil, a by-product created by the paper-milling industry, originally sourced from sustainably managed forests with no impact on land use.

Integrating AFFINITY™ RE-based adhesives into packaging helps lower its carbon footprint while delivering the same level of polymer performance expected from the AFFINITY™ GA range without yellowing adhesives for a high-quality finish. The production process is certified on a mass balance basis by the International Sustainability Carbon Certification (ISCC).

From frozen foods to cereal, detergents or drinks, AFFINITY™ RE is suitable for a wide variety of applications and can be used with recycled materials for a more complete sustainable packaging story.



Key benefits

- **Lower carbon footprint:** Sourced from a bio-based raw material, AFFINITY™ RE generates less CO₂ than conventional POE materials.
- **Achieves more with less:** With AFFINITY™ RE more adhesion can be achieved using less material.
- **Superior performance:** Compared to ethylene-vinyl acetate, AFFINITY™ RE offers superior performance at temperatures from -40 °C to 60 °C.
- **Cleaner finish:** AFFINITY™ RE-produced adhesives don't yellow so products have a high-quality finish with great shelf appeal.
- **Efficient manufacturing:** AFFINITY™ RE runs on existing equipment with a simple nozzle modification, fully compatible with high-speed lines.
- **Less downtime:** Because AFFINITY™ RE requires less heating, it results in less oxidization, which means less equipment downtime.



Let's work together to raise your packaging sustainability profile

Let us help you to complete your packaging sustainability story, improving its performance while reducing its potential impact on the environment.

About Dow

Dow (NYSE: DOW) combines global breadth, asset integration and scale, focused innovation and leading business positions to achieve profitable growth. The Company's ambition is to become the most innovative, customer centric, inclusive and sustainable materials science company, with a purpose to deliver a sustainable future for the world through our materials science expertise and collaboration with our partners. Dow's portfolio of plastics, industrial intermediates, coatings and silicones businesses delivers a broad range of differentiated science-based products and solutions for its customers in high-growth market segments, such as packaging, infrastructure, mobility and consumer care. Dow operates 106 manufacturing sites in 31 countries and employs approximately 35,700 people. Dow delivered sales of approximately \$39 billion in 2020. References to Dow or the Company mean Dow Inc. and its subsidiaries. For more information, please visit www.dow.com or follow [@DowNewsroom](https://twitter.com/DowNewsroom) on Twitter.

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