



# INJECTION MOLDING

## Market Segment Alignment: TPO / TPE / Misc. Compounds

**VERSIFY™ Plastomers and Elastomers** are a family of propylene-ethylene copolymers produced with a newly developed catalyst in combination with Dow's proprietary INSITE™ Technology and Solution Process.

The unique chain microstructure of these new polymers provide excellent optics, high filler loading, and flexibility and compatibility in compounded blends with other polyolefins for **Injection Molders and Compounders**.

### RELEVANT PRODUCTS

VERSIFY 3300 Elastomer (8 MFR, 86 Shore A), VERSIFY 3401 Elastomer (8MFR, 70 Shore A)

#### VERSIFY 3300 Elastomer

##### Features

- Excellent adhesion to polyolefins
- Desired haptics: dry and non-rubbery, but soft-touch feel
- High filler and other additive loading

##### Benefits

- Ability to mold, form or combine with inexpensive polyolefin resins to build cost-effective and feature-rich parts
- Impart a pleasurable "grip" or "touch" for increased consumer appeal
- Reduce material cost; increase sound-deadening capability; maintain processability despite high loadings
- Comfort fit; reduced handling damage; durability / lifetime

##### Applications

Color concentrates, Masterbatches, Highly filled compounds, Soft touch grips

#### VERSIFY 3401 Elastomer

##### Features

- Excellent adhesion to polyolefins
- Desired haptics: dry and non-rubbery, but soft-touch feel
- High filler and other additive loading

##### Benefits

- Ability to mold, form or combine with inexpensive polyolefin resins to build cost-effective and feature-rich parts
- Impart a pleasurable "grip" or "touch" for increased consumer appeal
- Reduce material cost; increase sound-deadening capability; maintain processability despite high loadings
- Comfort fit; reduced handling damage; durability / lifetime

##### Applications

Color concentrates, Masterbatches, Highly filled compounds, Soft touch grips, Misc. compounds

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