

## The 2017 APR Plastics Recycling Showcase

### *RETAIN™ Novel Polymer Modifiers*

The Dow Chemical Company is the leading global supplier of every major polyethylene (PE) resin family worldwide and operator of every major production process. It offers a wealth of product and technology solutions, providing customers with an opportunity for potential differentiation, growth and successes in existing and emerging markets around the world.



#### **Product Description**

RETAIN™ Polymer Modifiers from Dow comprise a portfolio of compatibilizers that allow converters to recycle barrier film trim back into film production without sacrificing optical or physical properties. Compared to other control films, RETAIN™ Polymer Modifiers help make packages clearer, maintain mechanical properties, and significantly reduce gels in films produced from barrier film recycle streams.



Packaging made with this technology can be recycled back into a polyethylene recycling stream, addressing current recycling challenges and complications in multilayer flexible barrier packaging due to differences in material properties.

RETAIN™ technology helps to divert packaging waste from landfill or incineration, increases post-consumer recycling yields, and aids the creation of a circular economy for plastics packaging by enabling polyethylene-based barrier packaging to be recycled more effectively.

Additionally, RecycleReady Technology containing RETAIN™ Polymer Modifiers, allows converters and brand owners the ability to bring to market packaging with the convenience and features of typical multi-material, multilayered pouches, flow wrappers, and barrier films with the added benefit of recyclability through existing PE film recycle streams, such as grocery store drop-off programs.

#### **Contact Information**

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**Congratulations on being selected for *The 2017 APR Plastics Recycling Showcase!* Your commitment to plastics recycling is greatly appreciated!**