



PRESS RELEASE -for immediate release-

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Trexel Inc and Lubrizol Partner to Introduce New BounCell-X™ TPU Foam

*High performance TPU (thermoplastic polyurethane) Foam Technology
shows great value for Sports and Recreation applications*

(Trexel, Inc., Wilmington, MA October 28, 2014)... Trexel, Inc., in partnership with Lubrizol Engineered Polymers, is pleased to announce the development of a new high performance TPU foam technology: BounCell-X™. The combination of Lubrizol's Estane® TPU chemistry with the MuCell® physical foam injection molding technologies created BounCell-X™ – a plasticizer-free, thermoplastic foam with low density and superior performance.

Lubrizol offers one of the broadest portfolios of engineered polymers available today, combining thermoplastic polyurethanes, copolyesters and conductive polymer technologies. Their products enhance the performance of a wide-range of applications in the industrial, sports and recreation and electronics industries. For more information, visit www.lubrizol.com.

“With increasing demands for higher performance and improved sustainability, designers, brands and processors are facing challenges that require unique and innovative solutions,” said Kenneth Kim, sports and recreation marketing manager for Lubrizol. “Lubrizol offers a wide-range of engineered polymer solutions that can be made



into extremely soft products without plasticizers, to those that are very hard or even composites that can replace metal. The specially developed BounCell-X™ chemistry allows our customers to make a broad range of thermoplastic foamed applications that have a unique cushioning profile”.

BounCell-X™ Benefits Include:

- Light weight
- Outstanding long-term cushioning
- Thin solid skin for durable TPU performance
- Broad Property Range: hardness and energy absorption/return
- High efficiency injection molding process with over-molding feasibility
- Use of Industrial regrind/post-consumer recycling* possibility due to no crosslinking or chemical blowing agents in foaming process

“We are very excited about the ongoing developments with our partnership with Lubrizol. Combining their innovative polymer technologies with our innovative manufacturing technologies and global support infrastructure creates exciting application opportunities for our joint customers and prospects,” said Steve Braig, President & CEO of Trexel Inc.

About Trexel and the MuCell® Process

The MuCell® Microcellular Foam technology from Trexel Inc. is a complete process and equipment technology that enables the production of high quality plastic parts with significantly enhanced dimensional stability, lower weight/material and reduced cycle time. MuCell® technology involves the introduction of precisely metered quantities of atmospheric gases (nitrogen or carbon dioxide) in the plasticizing unit of an injection molding machine to create a microcellular material structure in the end product. The creation of these microcellular structures brings a wide array of benefits including an increased part quality along with reduced production costs.

Trexel, Inc. has led the development of the MuCell® Microcellular foaming technology and has pioneered many plastic processing solutions. Process deployment, as well as equipment, is supported by teams of highly qualified engineers through Trexel subsidiaries in North America, Europe, and Asia. www.trexel.com.

® MuCell is a registered trademark of Trexel, Inc

About The Lubrizol Corporation

The Lubrizol Corporation, a Berkshire Hathaway company, is a technology-driven global company that combines complex, specialty chemicals to optimize the quality, performance and value of customers' products while reducing their environmental impact. It produces and supplies technologies to customers in the global transportation, industrial and consumer markets. These technologies include lubricant additives for engine oils, driveline and other transportation-related fluids, industrial lubricants, as well as additives for gasoline and diesel fuel. In addition, Lubrizol makes ingredients and additives for home care and personal care products and pharmaceuticals, and specialty materials, including plastics technology and performance coatings in the form of specialty resins and additives.

With headquarters in Wickliffe, Ohio, Lubrizol owns and operates manufacturing facilities in 17 countries, as well as sales and technical offices around the world. Founded in 1928, Lubrizol has approximately 7,500 employees worldwide. Revenues for 2013 were \$6.4 billion. For more information, visit www.Lubrizol.com.

Estane® and BounCell-X™ are registered trademarks of The Lubrizol Corporation.

**Recyclability is based on access to a readily available standard recycling program that supports such materials. Programs may not be available in all areas.*

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