

## Rhein Chemie Rheinau GmbH

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## **HycasyI™ succeeds in Asian markets** **Thriving product launch at the ARAC**

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**Mannheim** – Rhein Chemie is entering the adhesive market in South Korea with a new range of hydrolysis stabilizers. Under the HycasyI™ brand name the wholly owned subsidiary of LANXESS Group showcased the hydrolysis stabilizers at the 4<sup>th</sup> Conference Asia Regional Adhesive Council (ARAC) on Jeju Island, South Korea, from October 27 to 30, 2010. The HycasyI™ family prolong the performance life of many types of polyurethane adhesives, particularly in the flexible packaging, electrical, electronics, and shoe sole markets.

“One of the key benefits HycasyI™ stabilizers offer formulators is the opportunity to enter new markets,” said Bruce Ernst, Global Head of Sales & Marketing for Rhein Chemie’s Engineering Plastics Division. “Not only can they extend the performance range of high-performance adhesives, they can also allow formulators to push medium-performance adhesives into more demanding higher-performance applications – in a cost-effective way.”

The Rhein Chemie booth was a true eye-catcher, standing out between the other booths thanks to its marked contrast. Among the numerous interested guests, most of whom came from Korea, Taiwan, China and Japan, was Ko Je-woong, LANXESS Country Representative in Korea, who informed himself about the product ranges on display.

Attendance was excellent at the presentation entitled “Expanding the Performance of 2K Solvent-Based PU Adhesives – An Additive Approach” by Fei

Tan, Head of Business Development, who informed conference attendees about the properties and advantages of HycasyI™.

Currently, Rhein Chemie offers four HycasyI™ grades covering a range of temperature, solubility and application conditions: HycasyI™ 500, HycasyI™ 100, HycasyI™ 1001, HycasyI™ 510. The choice of product is dependent on the end-use market, processing conditions and polymer backbone type. The new family comes out of Rhein Chemie's Global Product Development group that continues to explore new areas of stabilizer development. Through the continual pursuit of new product development and differentiation, Rhein Chemie aims to push further into the globally expanding CASE markets. (CASE= Coatings, Adhesives, Sealants and Elastomers)

Read more about HycasyI™: [www.hycasyI.com](http://www.hycasyI.com)

### **About Engineering Plastics Division**

Additives from the Engineering Plastics Division are used to protect polymers in humid environments from hydrolysis and the premature aging associated with this process. The company's product portfolio also includes catalysts and activators for the manufacture of cast nylon and modifiers that improve the impact resistance of polyamides. In addition, highly developed catalysts, crosslinking agents and stabilizers from Rhein Chemie are used in the manufacture of flexible and rigid polyurethane foams.

### **About Rhein Chemie**

Rhein Chemie is a chemicals company which has a successful track record in customized additives and service products stretching back over 100 years. The approximately 800-strong workforce develops, produces and sells products for various sectors of the rubber, lubricant and plastics industries worldwide. The company is headquartered in Mannheim-Rheinau, Germany and has production facilities in Europe, Asia and North and South America. Rhein Chemie is a wholly owned subsidiary of the LANXESS Group, Leverkusen, Germany.

Mannheim, November 22, 2010

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### **Forward-Looking Statements**

This news release contains forward-looking statements based on current assumptions and forecasts made by the management of Rhein Chemie Rheinau GmbH. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of our sole stockholder LANXESS Deutschland GmbH and the estimates given here. These factors include those discussed in LANXESS AG's reports to the Frankfurt Stock Exchange. LANXESS AG and Rhein Chemie Rheinau GmbH assume no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.