

FOR IMMEDIATE RELEASE:

**SIL-X-SHIN™ SILICONE ELASTOMERS:
SHIN-ETSU SILICONES ANNOUNCES NEW HCR PRODUCT
LINE FOR EXTRUDED TUBING AND PROFILES.**

Akron, OH– October, 2011

Shin-Etsu Silicones of America (SESA: A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan) has recently announced the launch of their newest HCR (High Consistency Rubber) product line – **Sil-X-Shin™ Silicone**

Elastomers. Specifically engineered for extruded tubing and profiles, the platinum, addition-cure series is designed for use in Healthcare, Beverage, and Architectural Glazing applications.

Sil-X-Shin Silicone Elastomers are available in a wide range of Shore A Hardness—from 30–80—and come in a convenient 10:1 ratio of base compound to catalyst. The most unique advantage of the Sil-X-Shin product line is that one universal catalyst can be used with each of the six bases, providing ultimate flexibility.

To illustrate this key benefit; if a customer stocked 1,000 lbs. of each base material; they'd need 6,000 lbs. of bases, and 6,000 lbs. of catalysts in a traditional 1:1 system—that's 12,000 lbs. of inventory. The Sil-X-Shin series has a single, universal catalyst that cures any of the 6 bases with less than 10% of the composition. As a result, the same customer would need only 600 lbs. of a single catalyst. That's only 6,600 lbs., and only 7 SKUs instead of 12. That's a lot less inventory to purchase, warehouse, and manage which translates into significantly reduced working capital and material logistics costs.

SIL-X-SHIN™ / PHYSICAL PROPERTIES:

	SV-43010	SV-44010	SV-45010	SV-46010	SV-47010	SV-48010
	NO POST-CURE					
SG	1.13	1.13	1.19	1.18	1.21	1.21
Hardness	27.0	35.0	47.0	57.0	65.0	75.0
Tensile, psi	1100	1055	1250	1300	1300	1150
Mod 100%, psi	60	90	100	200	250	375
Elongation, %	900	850	850	800	600	550
Tear, Die B, ppi	170	170	225	225	185	200
	POST-CURED 2 HOURS AT 177C					
SG	1.13	1.14	1.19	1.18	1.22	1.21
Hardness	32.0	40.0	50.0	60.0	70.0	80.0
Tenisle, psi	1100	1100	1300	1300	1300	1200
Mod 100%	80	120	150	250	350	550
Elongation, %	850	750	750	650	500	400
Tear, Die B, ppi	170	175	225	240	175	165

Note: All bases are catalyzed with CAT-40000 catalyst compound





SIL-X-SHIN™ RESULTS / CONCLUSION:

Sil-X-Shin Silicone Elastomers are USP Class VI compliant, and their platinum, addition-cure chemistry produces a tight surface finish with few residual by-products. When properly cured, finished products will resist taking a set which can alter the dimensions of an extruded article. According to SESA's North America Marketing Manager Eric Bishop, "This is particularly critical in the case of a peristaltic pump, which relies on the resiliency of the elastomer to return to its original dimension, even after a million cycles, in order to maintain the prescribed volumetric flow-rate."

SIL-X-SHIN™ BENEFITS:

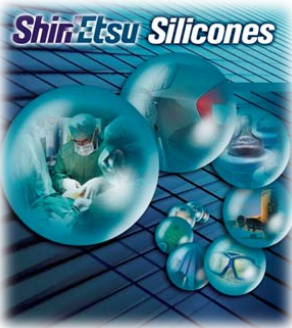
- Engineered for Extrusion
- Addition-Cure
- Convenient 10:1 Ratio
- 1 Universal Catalyst
- 30-80 Shore A Hardness
- USP Class VI

Sil-X-Shin Silicone Elastomers are manufactured in ISO 9001 facilities at SESA's USA headquarters in Akron, Ohio. Products are available for sale in 1100lb kits. Samples can be ordered from Shin-Etsu Silicones in 110lb kits.

For more detailed information on SIL-X-SHIN™ Silicone Elastomers email:

sil-x-shin@shinetsusilicones.com

or visit our website: www.shinetsusilicones.com



CORPORATE PROFILE:

A U.S. subsidiary of Shin-Etsu Chemical Co. Ltd., Japan, Shin-Etsu Silicones of America Inc. offers vast technical and capital resources to formulate solutions as a major supplier of silicone materials to North America's medical, automotive, electronics, aerospace, cosmetics, and manufacturing industries. Shin-Etsu's premium silicone compounds incorporate leading-edge technology, staff expertise, and value-added service; offering customers the highest levels of quality and consistency in specialty silicone materials.

Author: Eric Bishop / Shin-Etsu Silicones of America, Inc. / 513-232-8917 ebishop@shinetsusilicones.com

Editorial & Photo Contact: Ray Farrar / Method Media LLC / 216-861-0862 rayf@methmedia.net

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