

## **ALLIANCE POLYMERS AND SERVICES TAKES ON NEW PARTNER**

### ***Ron Sheu Brings Added Depth in TPE Technology, Formulations, Applications***

**ROMULUS, MI (February 4, 2011)**– Ron Sheu, one of the plastics industry’s leading elastomers development and application executives, has joined Alliance Polymers & Services, LLC (APS) as a partner. He is now one of three principals of APS, the others being Roger Huarng and Stephane Morin.

APS is the first of a new wave of elastomers resource options for polymers and services, an independent TPU and TPE distribution firm solely dedicated to product sales, counsel, availability and suitability backed by technical service. The company was founded in 2009 and has become one of the leading elastomers distributors in North America, selling among other product lines, Elastollan® TPUs from BASF and Maxelast® TPEs from Polymax.

His role at APS will complement those of the other two principals by adding depth in applications and development technical expertise for the firm’s growing customer base throughout North America. He is an acknowledged senior level technical expert on thermoplastic elastomers and was key to Alliance now selling the highly competitive line of Maxelast® TPEs from Polymax Elastomer Technology. Maxelast TPEs are formulated to compete in quality and processability with every popular grade of existing TPE.

Previously, he was the Market Development Manager with Styrolux® SBC block copolymers of BASF Corporation (Wyandotte, MI). Sheu was a long-time employee of BASF in the U.S., having worked for the firm for 20 years. Previous to that, he was with the former GE Plastics.

A native of Taiwan, he came to North America after earning a degree in polymer science and continued his education at Lehigh University where he earned both a Masters and a Ph.D degree in polymer science. He lives with his wife and three children in Northville, MI.

APS, currently offering the full line of BASF Elastollan® TPUs and Polymax Maxelast® TPEs, provides product, processing assistance, advice and answers for the design and molding needs of plastics processors and designers throughout the North American Continent.

Alliance Polymers and Services, LLC, with headquarters, warehousing, shipping and technical support in Romulus, MI, is a full-service warehousing, distribution, shipping and technical service organization dedicated to helping TPU and other elastomer marketers and processors with all their product and technical support needs. The company is owned and operated by two of the TPU and elastomer industry's leading marketing and technical support executives, Roger J. Huarng and Stephane Morin, formerly with BASF Corporation. They work with a series of independent technical agents located in key cities and markets throughout the North American Continent.

For more information on products and, contact: Marketing Department, Alliance Polymers & Services, LLC, 30735 Cypress Road, Suite 400, Romulus, MI 48174 Tel: 734-710-6700 Fax: 734-710-6715. E-mail: [info@apstpe.com](mailto:info@apstpe.com). Web: [www.apstpe.com](http://www.apstpe.com).