

**Alliance Polymers & Services (APS) Introduces New Line of Halogen-Free Flame Retardant TPV for Consumer Electronics and Industrial Power Cords/Cables**

**ROMULUS, MI (March 2013)** - Alliance Polymers and Services, LLC (APS), North America's fastest-growing distributor of and technical support resource for thermoplastic elastomers, has introduced a new line of halogen-free flame retardant (HFFR) TPV (thermoplastic vulcanate elastomer) for consumer and industrial electronic power cords and auxiliary cables.

Specific applications for the new **Viprene V85A-27U-BLK** include power plugs, charger cables, electronic power cords, auxiliary cables and ribbon wire. They are offered as **halogen-free** and **phthalate-free** alternatives to flexible PVC (vinyl). They are easy to process and have good surface quality.

Alliance Polymers and Services, LLC is North America's only all-inclusive TPE supplier, offering consulting services and product solutions with TPEs. They are a full-service warehousing, distribution, shipping and technical service organization dedicated to helping elastomer products firms and processors with all their product and technical support needs. APS works with a series of independent technical agents as well as a growing base of full-time personnel located in key cities and markets throughout the North American Continent.

For more information on the new Viprene® V Series of fire retardant grades of TPEs from APS, contact: Stephane Morin, Alliance Polymers and Services, LLC, 30735 Cypress Road, Suite 400, Romulus, MI 48174. Tel: 734-710-6703. Fax: 734-710-6715. Email: morin@apstpe.com Web: www.apstpe.com

Viprene® is a registered trademark of Alliance Polymers and Services, LLC for its versatile family of thermoplastic elastomers (TPEs).