



**FOR IMMEDIATE RELEASE**

FOR: Alliance Polymers and Services, LLC  
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**NEW ELASTOMERS GROUP VOWS TO CHANGE WAYS TPU<sub>s</sub> AND  
ELASTOMERS ARE SOLD AND SERVICED IN NORTH AMERICA**

*New Alliance Polymers and Services Offers Total Support to Small-to-Medium Users  
with Initial Focus on TPUs*

**ROMULUS, MI (October 7, 2009)** – With the emphasis on providing quick product availability and high levels of personalized customer service, newly formed Alliance Polymers and Services, LLC opened its doors in Romulus, MI on October 1, 2009 in response to market demands from small-to-medium sized users for improved supply, access and support for TPU and elastomer products.

The firm already reports a growing base of customers from among product designers, molders and marketers throughout the North American Continent.

Alliance Polymers and Services, LLC of Romulus, MI (near the Detroit Metro airport) is the creation of Messrs. Roger Huarng and Stephane Morin, former long-term executives with the Elastollan® TPU Business Unit of BASF Corporation. Their new firm opened its doors on October 1, 2009 to sell and provide technical service and support to small-to-medium sized customers throughout North America. Initial offerings include the sale and technical support of the Elastollan® brand of TPUs and other elastomeric polymers.

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According to Alliance officials, the new company fills a much-needed void in the TPU and elastomer marketplace for total service and solutions wanted and needed by small-to-medium-sized product designers, marketers and processors. Their warehouse facilities in Romulus and satellite warehouses strategically located in regions across the continent can easily service customers on either Coast and well into Canada and Mexico.

### **A New Concept in Elastomer Sales and Service**

The new firm arguably is the first-ever and only independent TPU, TPE and other elastomer resource to solely offer in-depth and high level sales, inventory storage, technical service, marketing insight, product development and other support to designers, marketers and processors. Alliance is staffed and aligned to provide new levels of sales and service never demonstrated before in the elastomers business. The new company will inventory one of the largest selections of TPUs available anywhere, provide expedited shipment, offer full laboratory services and provide the highest level of technical support available. Other elastomers are available through the firm's growing alliance with other leading elastomer suppliers.

According to Huarng and Morin, "With support emphasis by TPU and other elastomer suppliers aimed at larger users, we saw a need to provide smaller users with high levels of delivery, service and support. Without faulting the large elastomer producers in any way, plain economics support the fact that it isn't cost effective, or possible, to provide the high level of support, particularly personal support, that smaller TPU and other elastomer users need.

"With our combined marketing, tech service, customer service, problem-solving, product development, processing and trouble-shooting experience," continue the Alliance principals, "we can offer any and all products and services offered by major suppliers, but with a personal, hands-on touch."

“The focus,” continue the Alliance principals, “is to help marketers and processors experience faster deliveries, with quick problem solving solutions and alternatives, processing insight into latest product formulations and processing techniques.”

Toward this end, Alliance has established a comprehensive network with suppliers and technical resources to help customers with their needs.

“Our mission is to not only sell materials,” note Messrs. Huarng and Morin, “but it is also to provide support to make sure the right polymer is used, to assist customers to find new applications and newer and better processing techniques, and to help them market their end products more successfully. We can provide value-added by doing it faster and more efficiently with our specialized experience and resources.”

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 their wide range of BASF Elastollan TPUs and other elastomers and technical services, contact: Marketing Department, Alliance Polymers and Services, LLC, 30735 Cypress Road, Suite 400, Romulus, MI 48174 Tel: 734-710-6700 Fax: 734-710-6715. E-mail: [sales@alliance-tpu.com](mailto:sales@alliance-tpu.com). Web: [www.alliance-tpu.com](http://www.alliance-tpu.com).

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***Elastollan® is a registered trademark of BASF Corporation.***

**PHOTO CAPTION**

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