

**POLYMAX ELASTOMER TECHNOLOGIES INTRODUCES HIGH HEAT TPE TO EUROPEAN MARKET AT K SHOW IN GERMANY**

**DUSSELDORF, GERMANY (October 27, 2010)** – At their first K Show, TPE (thermoplastic elastomer) producer Polymax Elastomer Technology will be introducing to the European market for the very first time, their new high heat (up to 302°F or 150° C) TPE. This new TPE offering is ideally suited for automotive and other high temperature applications. Polymax will be highlighting this grade at their K Show Stand/Booth #F61 in Halle/Building 08b.

With a Shore A hardness of 82, the new Maxelast® TPE grade offers users a product that is easy to process, and provides a finished product that is both esthetically pleasing and durable.

At this show, Polymax is offering its TPEs into European and other world markets beyond Asia and North America. In North America, this large and well-respected TPE producer has a partnership with Alliance Polymers & Services in Romulus, MI [www.apstpe.com](http://www.apstpe.com). Polymax manufactures 7 families of Maxelast TPEs at their world headquarters in Nantong (near Shanghai) China. The firm is looking into building a new manufacturing site in North America.

For further information on this new grade and other Maxelast products in Europe, China and the Far East, inquirers should contact: Marketing Department, Polymax Elastomer Technology Co., Ltd., 698 Changtain Road, Gangzha District, Nantong, Jiangsu, China 22601. Tel: 86-513-80113188. Fax: 86-513-80113173. Email: [tlxu@polymax.com.cn](mailto:tlxu@polymax.com.cn). Web: [www.polymax.com.cn](http://www.polymax.com.cn). In North America, go [to www.apstpe.com](http://www.apstpe.com).

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**PHOTO CAPTION**

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