

**MAXELAST TPEs TAKE ON HIGH PRICES OF THERMOPLASTIC ELASTOMERS; NOW AVAILABLE IN NEW LOW COST GRADE FOR LESS DEMANDING APPLICATIONS**

**ROMULUS, MI (June 21, 2011)** – Alliance Polymers & Services LLC (APS), the exclusive North American distributor of Maxelast® brand of TPEs used by leading products manufacturers\*, has introduced their new line of thermoplastic elastomers to help designers and processors significantly reduce their TPE costs with low prices for less demanding applications.

“Rising prices across the board for thermoplastic elastomers (TPEs) prompted technicians at Maxelast to develop a series of low-cost grades that process, perform and look like more expensive grades,” says Ron Sheu, TPE Marketing Manager at APS. “They are ideally suited for designers and processors who don’t necessarily want or need the increasingly high prices for overmolding (onto PP) or stand-alone applications such as tool grips, pen grip and other stationery products, personal care items, other stationery products and luggage handles.”



“As marketers and manufacturers continue to be squeezed by raising prices of engineering and specialty polymers,” continues the APS spokesman, “the introduction of the Maxelast P2 line of TPEs, offered at up to 30% less than they currently are paying means they can either hold, or reduce, end product pricing to remain competitive. Maxelast has been able to achieve this pricing breakthrough by using the latest production efficiencies and keeping extra/not needed elements out of the formulations.”

Features and specifications of the new P2 low end Maxelast TPEs include good colorability, a Shore A hardness range of 20A to 90A, a tensile strength of 120 psi (ASTM D412) and a tear strength of 340 pli. APS can provide samples on request for molding trials and can ship small to large production runs of the TPE.

Alliance Polymers & Services, LLC (APS) in Romulus, MI, is a full service warehousing, distribution, shipping and technical service organization dedicated to helping TPE, TPU and other elastomer marketers and processors with all their product and technical support needs. The firm currently markets and supports Polymax Maxelast® TPEs and BASF Elastollan® TPUs. APS is unique in that they offer elastomer materials in quantities large and small (from truckloads down to drums and bags). APS is owned and operated by three of the industry's leading marketing and technical support executives, Roger J. Huarng, Stephane Morin and Ron Sheu, 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 Maxelast®TPEs for overmolding as well as other grades for conventional, unique or highly durable applications, contact: Marketing Department, Alliance Polymers & Services LLC, 30735 Cypress Road, Suite 400, Romulus, MI 48174. Tel: 734-710-6700. Fax: 734-7106715. Web: [www.apstpe.com](http://www.apstpe.com). Email: [sales@apstpe.com](mailto:sales@apstpe.com).

\*Among the leading manufacturers using Maxelast brand TPEs are Buick, Chrysler, VW, Adidas, Panasonic, Stanley Tools and Samsung.