Press Information  
  
  
Dow Europe GmbH

Vernadskogo prospect, 6

119311 Moscow

Russia

[dow.com](http://www.dow.com)

dow.ru

Dow and Interpolychem celebrate PacXpert™ Packaging Technology licensee agreement in Russia

*Pioneering converter Interpolychem brings innovative flexible packaging technology to the Russian market for the first time*

**MOSCOW, Russia – December 3, 2020 –** Dow Packaging and Specialty Plastics, a business division of Dow (NYSE: DOW), is proud to announce that Interpolychem LLC, a leading converter and packaging producer in the Russian flexible packaging market, is the newest licensee for Dow’s PacXpert™ Packaging Technology.

Under the brand name [Kubber](http://www.kubber.ru), Interpolychem will use Dow’s innovative technology to enable a flexible and sustainable packaging alternative to conventional containers currently available in the Russian and Eastern European markets. It aims to produce 200,000 packages per month in both 5l and 10l sized pouches.

“We are convinced that the Eastern European market is ready for new flexible and sustainable solutions. PacXpertTM Packaging Technology can enable our customers a transition to lighter and durable packaging, lowering their environmental footprint and helping them reach their sustainability goals,” said Ildar Saifullin, director of Interpolychem LLC. “We believe that PacXpertTM will help us to build a strong position in the packaging market and to expand the Kubber packaging applications. We intend to seek collaboration with multinational and local Brand-Owners”, continues Ildar.

“We are delighted to welcome Interpolychem into our PacXpert™ Packaging Technology licensee network. There’s a strong need for true sustainable alternatives to conventional packaging in the CIS and Eastern Europe regions and at Dow we were eager to find a company that shares our values when it comes to reducing our impact on the environment,” said Fabrice Digonnet, global leader for PacXpert™ Packaging Technology at Dow. “We’re looking forward to a long-term partnership and successful projects ahead.”

“We worked on the project for 3 years, selecting the right partner for a long time, actively cooperating with brand owners and fostering the market players to create the demand for this innovative technology. Now, when the license agreement has been signed, I hope that Russian consumers will be able to experience the benefits of the new packaging on the shelves," commented Alexander Kulik, Sales Director of Dow Packaging and Special Plastics in Russia and the CIS countries.

Since its launch Dow’s PacXpert™ Packaging Technology has enabled 100 flexible packs on shelves in a great variety of packaging applications, including automotive fluids, paint, food and household products, like cereals, juices, shower gels and laundry detergents.

About Interpolychem

Interpolychem LLC, established in 2013, is the exclusive manufacturer and supplier of Kubber packaging in the CIS and Eastern Europe. The production facility, located in Vyazma, Smolensk Region, is equipped with the most advanced production facilities and employs highly qualified and dedicated personnel. For more information, please visit: [www.kubber.ru](http://www.kubber.ru)

About Dow Packaging and Specialty Plastics

Packaging and Specialty Plastics (P&SP), a business unit of Dow (NYSE: DOW), combines core strengths of R&D, worldwide reach, broad product lines and industry expertise to deliver high performing technologies for end use markets in food packaging, personal hygiene, infrastructure, consumer goods and transportation. P&SP is one of the world’s largest producers of polyethylene resins, functional polymers, and adhesives, and enabled by Pack Studios, is a leading innovator and collaborator across the value chain on sustainable application development and circular economy life-cycle design for plastics. www.dowpackaging.com

**About Dow**

Dow (NYSE: DOW) combines global breadth, asset integration and scale, focused innovation and leading business positions to achieve profitable growth. The Company’s ambition is to become the most innovative, customer centric, inclusive and sustainable materials science company. Dow’s portfolio of plastics, industrial intermediates, coatings and silicones businesses delivers a broad range of differentiated science-based products and solutions for its customers in high-growth market segments, such as packaging, infrastructure and consumer care. Dow operates 109 manufacturing sites in 31 countries and employs approximately 36,500 people. Dow delivered sales of approximately $43 billion in 2019. References to Dow or the Company mean Dow Inc. and its subsidiaries. For more information, please visit www.dow.com or follow @DowNewsroom on Twitter.

For further information contact:

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| --- | --- | --- |
| Ana Braga  +41 44 728 21 54  ABBraga@dow.com |  | Oksana Slavina  +7 495 663 79 84  oslavina1@dow.com |

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