

Feiplastic 2015

Ready for the future: Rhodia's engineering plastics plant in São Bernardo do Campo celebrates its 30th anniversary

Rhodia stand at Feiplastic 2015: C 300

São Paulo, May 4, 2015 - The engineering plastics plant owned by Rhodia, a Solvay Group company, in São Bernardo do Campo (São Paulo) is celebrating the 30th anniversary of its acquisition, ready to meet the challenges of providing the market and customers with the best products. This modernized stage of permanent investment in technology, process improvement and increased production capacity is able to supply regional customers in South America, and to maintain continuous exports beyond the continent. The company's engineering plastics are used in the production of parts and pieces for three major markets: automotive, electronics, and industrial consumer products.

Strategically located next to the beltway and Anchieta and Imigrantes highways, close to major vehicle assemblers and the port of Santos, the country's main gateway for imports and exports, the São Bernardo do Campo plant is an important part of the expansion of the Solvay Group's Engineering Plastics global business unit. Reliability of supply to the market and innovation are two key factors in strengthening our leadership in the engineering plastics industry, says Marcos Curti, director for the Americas of the Solvay Group's Engineering Plastics Global Business Unit.

Innovation, a driver of growth - The unit's development has shadowed the expansion of the market and the introduction of new solutions in plastics applications for all the segments of the company's operations. A good example of this development can be seen in the automotive segment, the company's flagship in engineering plastics sales. In the past, engineering plastics were used in external parts for vehicles (hub caps, mirrors, door handles), to improve aesthetics and design. Over the years, with the development of new engineering plastics technology, Rhodia products began to replace other materials in vehicle parts where there is need for high performance in heat, chemical and mechanical resistance. The technology also offers other benefits, such as greater freedom of automotive design in serving specific demands made by vehicle manufacturers.

Market trends indicate the progress made by engineering plastics in the automotive industry, considering the continuous need to reduce the overall weight of vehicles, their growing sophistication in the face of more demanding consumers, and the pursuit of sustainability. Similarly, this development in the use of high-performance plastics has been seen in the electronics and industrial consumer markets, as demonstrated by a number of recently launched products in these sectors.

Regional R & T Center - Serving market demands requires that the teams constantly prospect and develop new products, applications and technical services. "The main challenge is to respond quickly to the needs and opportunities created by the dynamics in relationships throughout the value chain, where global requirements and regional appeals are part of the product development and application performance validation processes," says Fernando Ribeiro, manager of Research and Innovation in Engineering Plastics.

Focused on expanding its capacity to offer differentiated technical solutions, the Research & Technology (R & T) area has been rolling out a significant modernization and equipment acquisition plan which, together with the regional Corporate Research & Innovation structure (based in Paulínia) and other Global R & T Centers in engineering plastics (France and South Korea) has enabled the group to provide customized technical support, adding unique value for customers and partners.

"On celebrating the 30th anniversary of the São Bernardo do Campo plant and the 60th anniversary of the Technyl brand, our commitment remains the same: to develop solutions which, together with our customers and partners, help the whole production chain in the high-performance plastics industry," adds Marcos Curti.

About Solvay

As an international chemical group, Solvay helps industry find and implement increasingly responsible and value-creating solutions. It generates 90% of its turnover in activities where it ranks among the top three global groups. Its products are used in various markets, such as energy and the environment, automotive and aerospace, electrical and electronics, aiming to improve clients' performance and consumers' quality of life. The group, headquartered in Brussels, employs about 26000 people in 56 countries and earned € 10,2 billion in 2014. Solvay SA (SOLB.BE) is listed on NYSE, Euronext Brussels, and Paris (Bloomberg: SOLB.BB - Reuters: SOLBt.BR). In Brazil, the group also works with the Rhodia name, whose international activities were acquired in 2011.

Learn more at www.rhodia.com.br and www.solvay.com

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