



**PRESS RELEASE
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RESEARCH STUDY FOR RUBBER MIXING FACILITIES

SUPRMIX® Effective in Reducing Energy Use

June 23, 2010 — Chicago — An environmental impact study by The HallStar Company demonstrates that replacing conventional liquid additives with SUPRMIX® powder liquid dispersions in rubber compounding is a simple way for rubber-mixing facilities to reduce carbon emissions, improve mix cycle times, and reduce energy costs.

The HallStar study compares the cycle times of liquid plasticizers and SUPRMIX dry dispersions. The results are significant. The mix cycle time of the SUPRMIX formulation was 27 percent lower than the traditional formulation. Energy consumption was reduced by more than 16 percent. These figures add up to real savings in energy costs and in carbon footprint.

“The cycle time advantages of using SUPRMIX dispersions with two-roll mill mixing are well known in the rubber mixing industry,” said Jeff Beckman, Business Manager, HallStar. “But the 'green' picture is also very important.”

The “American Power Act,” climate-change legislation introduced by the U.S. Senate in April 2010, aims to reduce U.S. emissions of carbon dioxide and other greenhouse gases 17 percent from their 2005 levels by 2020. Therefore it is important for industry to find ways to reduce their carbon footprints.

“American industry is looking to its suppliers to help comply with potential climate legislation, explained Beckman. “HallStar provides innovative solutions that deliver tangible results.”

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SUPRMIX dispersions are liquids that are typically dispersed on amorphous silica or calcium silicate powder carriers. The low-dust, free-flowing mixtures offer several production efficiencies, including improved mix-cycle times and total power consumption, which translates into genuine cost-reduction benefits.

To review the environmental impact study, visit www.suprmix.com.

To learn more about The HallStar Company, visit www.hallstar.com.

About The HallStar Company

The HallStar Company, based in Chicago, Illinois, is a privately held corporation whose group companies focus on providing innovative chemical solutions for their customers in more than 50 countries across six continents. HallStar Innovations Corp., the group's research and development affiliate, has developed more than one hundred patents.

Right Chemistry...Positive Solutions

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