

PRESS RELEASE

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INEOS Styrolution's high impact grade ABSOLAC® ABS used on STUDDS' premium range of motorcycle helmets

(image courtesy of STUDDS, 2018)

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INEOS STYROLUTION EQUIPS STUDDS' PREMIUM RANGE OF MOTORCYCLE HELMETS

- STUDDS selects high impact grade Absolac® ABS for its premium range of motorcycle helmets
- Absolac ABS combines excellent impact strength, easy processability and good dimensional stability making it the ideal polymer for helmet application
- Long-lasting relationship with STUDDS

INEOS Styrolution, the global leader in styrenics, announces today that its high impact grade Absolac ABS has been selected by STUDDS, one of the world's largest

manufacturers of helmets and motorcycle accessories headquartered in India, for its premium range of helmets.

In addition to key factors like safety and comfort, color designs on motorcycle helmets have become an increasingly desired factor when it comes to helmet selection. When selecting the best material for this purpose, STUDDS decided on INEOS Styrolution's high impact grade Absolac ABS, which offers excellent impact strength compared to other polymers available in the market and provides good paintability without compromising on the dimensional stability.

"In an accident, helmets must have the ability to absorb a high level of impact, in order to prevent or minimize injuries to the head. We use INEOS Styrolution's high impact grade Absolac ABS for our premium range of our helmets due to its ability to withstand and absorb high impact. The good paintability and rigidity of this grade also allows us to further differentiate and customize our product offerings to the market," says Sidharth Khurana, Managing Director, STUDDS. "We have a long, excellent working relationship with INEOS Styrolution, enjoying their exemplary customer service and consistent product quality."

"We have been working closely with STUDDS for more than 20 years and we are very pleased to partner with such a strong local company in India to come up with the best solution and help them expand their footprint globally," comments Sanjay Parida, Head of Distribution India at INEOS Styrolution. "Apart from helmets, the high impact grade Absolac ABS can also be used for other applications, for instance front fenders and seat cowls in two-wheelers."

About INEOS Styrolution

INEOS Styrolution is the leading, global styrenics supplier with a focus on styrene monomer, polystyrene, ABS Standard and styrenic specialties. With world-class production facilities and more than 85 years of experience, INEOS Styrolution helps its customers succeed by offering the best possible solution, designed to give them a competitive edge in their markets. The company provides styrenic applications for many everyday products across a broad range of industries, including Automotive, Electronics, Household, Construction, Healthcare, Toys/ Sports/ Leisure and Packaging. In 2016, sales were at 4.5 billion euros. INEOS Styrolution employs approximately 3,200 people and operates 16 production sites in nine countries.

More information: www.ineos-styrolution.com

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