Celanese to Construct VAE Emulsions Unit in Singapore

New production unit will meet growing Southeast Asia demand for high-end VAE emulsions applications

DALLAS and SINGAPORE (April 28, 2014) - Celanese Corporation (NYSE: CE), a global technology and specialty materials company and a global leader in vinyl acetate ethylene (VAE) emulsions, today announced it has begun construction of a VAE emulsions production unit at the company’s acetyls facility on Jurong Island, Singapore. The unit is expected to begin production by mid-2016.

This Singapore unit will be the third VAE investment by Celanese in Asia, demonstrating the company’s commitment to growth and development of its emulsions business in the region. The Singapore plant will support the Southeast Asia region including India, Australia and New Zealand.

“Building a new VAE emulsions unit within the Jurong Island facility allows us to take advantage of existing infrastructure and ensure geographic coverage,” said Mark Murray, vice president and general manager of the Celanese emulsion polymers business. “With a VAE plant in Singapore, we will broaden our network to better serve customers throughout the Asia-Pacific region, primarily in the higher-end applications of architectural coatings, building and construction, carpets, and paper industries.”

“This new VAE emulsions facility will build on the capability we have developed over the last 15-plus years in Singapore and we are excited about our continued growth in the region.” said Mark Oberle, senior vice president, Asia. “This expansion will support Celanese’s growth strategy to expand our reach into emerging markets by bringing highly successful products such as Celanese EcoVAE® – a low odor paint emulsion – from the mature regions of Europe, the U.S., and China to Southeast Asia.”

Celanese created EcoVAE® emulsions for use in low-VOC (volatile organic compounds) paints. These emulsions address formulation and regulatory concerns as well as offer distinct competitive marketing advantages especially among environmentally-conscious consumers. EcoVAE® emulsions can be formulated into low-odor and low-to-near-zero VOC interior coatings.

Celanese currently operates two VAE emulsions units in Nanjing, China. The first began production at the company’s Nanjing integrated chemical complex in 2007, and the second began production at the same complex in 2011.
Celanese is a global leader in vinyl acetate ethylene emulsions. The company manufactures these high-performance emulsions in all three major regions of the world at facilities throughout North America, Europe and Asia. Celanese employees are experts in polymerization, process technology, manufacturing and application technology.

About Celanese

Celanese Corporation is a global technology leader in the production of differentiated chemistry solutions and specialty materials used in most major industries and consumer applications. With sales almost equally divided between North America, Europe and Asia, the company uses the full breadth of its global chemistry, technology and business expertise to create value for customers and the corporation. Celanese partners with customers to solve their most critical needs while making a positive impact on its communities and the world. Based in Dallas, Texas, Celanese employs approximately 7,500 employees worldwide and had 2014 net sales of $6.8 billion. For more information about Celanese Corporation and its product offerings, visit www.celanese.com or our blog at www.celaneseblog.com.

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