

# News Release



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## **Celanese Brings Robust Product Portfolio to Chinaplas® 2014 to Showcase Customer Value and Innovation**

*New unified brand shows how Celanese is creating customer value in China*

**SHANGHAI** (April 21, 2014) – Demonstrating the advanced engineered materials driving today’s consumer electronics, automotive, medical and packaging innovations, Celanese Corporation (NYSE: CE), a global technology and specialty materials company, will showcase at Chinaplas® 2014 – Asia’s biggest plastics trade fair held in Shanghai from April 23-26 – a product portfolio designed to create customer value, including engineered materials, EVA (ethylene vinyl acetate) polymers and cellulose derivatives.

In welcoming customers and partners to Chinaplas 2014 booth N2B01 at the Shanghai New International Expo Center, Celanese will demonstrate why selecting the right materials partner and the right solution can be the difference between product success or product failure.

“As customer needs diversify, Celanese is well positioned within China, as well as the greater Asia region, to meet the demanding requirements of consumer and industrial customers,” said Mark Oberle, senior vice president, Asia. “The need for our customers to rapidly develop products for their customer base is ever increasing; and that’s why partnering with Celanese can provide a critical and competitive advantage when bringing new and innovative products and applications to market.”

### **Creating Value for Customers in Asia**

During Chinaplas 2014, Celanese will present its broad array of engineered materials, EVA polymers and cellulose derivative solutions, which include materials for major industries including automotive, electrical/electronics, packaging, medical, and consumer goods. These product solutions have the capability of delivering value to customers in terms of cost reductions, improved

performance and environmental sustainability. Celanese will demonstrate the following solutions and applications at Chinaplas 2014:

- Hostaform<sup>®</sup> XGC POM which advances material performance for glass fiber reinforced polymers;
- Fortron<sup>®</sup> ICE PPS, a next generation of polyphenylene sulfide (PPS) which is able to reach full crystallinity in molding without hot oil technology, while providing all the known performance benefits of Fortron<sup>®</sup> PPS;
- Celstran<sup>®</sup> CFR-TP (continuous fiber reinforced thermoplastic) composites which deliver unmatched strength-to-weight properties for demanding applications;
- Cellulose acetate plastic, a naturally sourced engineering polymer based on sustainable resources for use in electronics, automobiles and consumer products;
- Clarifoil<sup>®</sup>, which is Celanese's line of cellulose diacetate lamination films for luxury packaging, thermoform films offering superb clarity, and new anti-fog film for use in both hot and cold applications; and
- EVA polymers VitalDose<sup>®</sup> and Ateva<sup>®</sup> for use in a variety of applications including controlled release of APIs, medical devices and packaging, flexible packaging and solar cells.

"We pride ourselves as a leading strategic business partner and key supplier to the Chinese plastics industry," said Kevin Wu, Celanese global business director. "As China continues to experience impressive growth in every industrial sector, these products from Celanese are well positioned to meet China's growing demand for innovative solutions."

**A new, unified brand: Celanese – The chemistry inside innovation™**

Celanese recently announced a unified brand which moves the company toward achieving its vision of becoming "*the first-choice chemistry solution source for its customers.*"

Historically, Celanese has been represented by separate businesses. However, in order to simplify its brand architecture to capture in a single brand the full suite of Celanese technology, resources, products and solutions, in October 2013, Celanese began the process of transitioning each of its businesses to a unified brand: "Celanese – The chemistry inside innovation™"

"This unified brand represents the depth and breadth of industry and chemistry knowledge, the capabilities to innovate for our customers, the dedication to creating value, and a commitment to partnerships to help our customers succeed," said Oberle. "We welcome everyone from the plastics

industry attending Chinaplas 2014 to visit our booth and see how Celanese can be a partner in their success.”

To view elements of the new Celanese brand, including the new Celanese logo, company video and brochure, visit: [www.celanese.com/TheChemistryInsideInnovation](http://www.celanese.com/TheChemistryInsideInnovation).

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### **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 7,400 employees worldwide and had 2013 net sales of \$6.5 billion. For more information about Celanese Corporation and its product offerings, visit [www.celanese.com](http://www.celanese.com) or our blog at [www.celaneseblog.com](http://www.celaneseblog.com).*

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