

Award-Winning Designer Creates Metal-Free Cooking Module with Vectra®/Zenite® LCP from Celanese

Hot Stuff with Engineered Materials on Display at K 2013

Sulzbach, Germany, Florence, Ky., Shanghai, PR China, Oct. 16, 2013 – Award-winning designer Guto Indio da Costa once again has fused the worlds of engineered materials and design to create an exciting innovation — a one-piece, metal-free cooking module with induction hotplate that is molded from high-temperature Vectra®/Zenite® liquid crystal polymers (LCP) from Celanese Corporation (NYSE: CE), a global technology and specialty materials company.

“At K 2013, Celanese is presenting the da Costa stylish cooking module made from Vectra and Zenite LCP, which have a proven track record in high-temperature backing pans and microwave oven frames,” said the project supervisor,” said Guido Latz, consumer business unit Celanese.

Celanese is showcasing the oven at booths A07 and B07 in Hall 06 during K 2013 in Düsseldorf, Germany, where a press breakfast with da Costa will be held at 9 a.m. on Oct. 17.

This is the second time the Brazilian designer has used engineered materials from Celanese to create a contemporary look with a focus on features such as geometry, harmony and consistency. In 2012 he constructed an award-winning chair made from Celstran® long fiber reinforced thermoplastics (LFRT) to demonstrate the variety of design possibilities that can be achieved using this easily processable material.

Vectra and Zenite LCP tolerate very high service temperatures, are chemical resistant — making it easy to clean — do not oxidize or corrode and are available in colors. This halogen-free material is used in thin-wall applications where it frequently replaces metal.

“Vectra and Zenite LCP from Celanese are the perfect solution for kitchen appliances,” Latz said. “And, by substituting metal in the oven or other high-temperature applications, engineered materials can save a great deal of energy because they are thermally conductive high-temperature polymers with low heat capacity that is much less dense than steel and require only about 60 percent of the energy needed for the same volume of steel.”

The design from Indio da Costa’s team meets modern household requirements for functionality, sustainability and energy efficiency. Users can adapt the volume of the oven to their respective needs with a heating element that can be inserted at various levels to reduce energy consumption. The door can be moved up completely, a glass-fiber LED displays room temperature, and, when the baking chamber is closed, the display shows the operating temperature.

The control panel can be retracted and extended while a pull-out induction hotplate makes the cooking module extremely space-saving. The module can also be operated via smartphone for convenience. The oven is transformed into a lifestyle product through a range of colors, mirror lighting along the door and the modern, functional appearance.

“The material did not pose any limits,” explained da Costa. “Feeling completely free in the design is, of course, only possible if the materials fulfill all the technical requirements for the appliance.”

Engineered materials, with their high performance characteristic, are opening new opportunities for in components for ovens and other household appliances.

“Vectra and Zenite LCP provide very good flow,” Latz said. “Components can be produced in very short cycle times thus reducing costs and time in production. Other potential applications are the complete inside of the oven or injection molded baking sheets.”

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 7,600 employees worldwide and had 2012 net sales of \$6.4 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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