

# RubberWorld

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## Rubber Division meets in Cleveland for 180th Technical Meeting and Rubber Expo

**Driving innovation with new elastomers for high performance automotive TPOs**

**Sustainability in reinforced and unfilled poly (phenylene-ether) based TPEs**

**Applying TPV seals to improve sunroof sealing performance**

**Highly elastic thermoplastic polyurethanes**

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## FEATURES

### 18 Driving innovation with new elastomers for high performance automotive TPOs

by Jim Hemphill, Kyle G. Kummer, Kim L. Walton, Russell Barry and Mary Ann Jones, Dow Chemical. Engage XLT polyolefin elastomer provides a superior toughness/stiffness balance, and is delivered in free-flowing product form.

### 26 TPV seals improve sunroof sealing performance

by Mark Steward, Benoit Singher, Shawn Jyawook, Jim Browell and Jin Kameyama, Jyco Sealing Technologies. From a manufacturing, in-vehicle use and post-consumer perspective, TPV seals have less negative impact on the environment than the manufacture, use and disposal of EPDMs, etc.

### 30 Sustainable reinforced unfilled poly (phenylene-ether) based TPEs

by Samik Gupta and Ashok Menon, GE Global Research, Sabic Innovative Plastics Program, and Anil K. Bhowmick, IIT Patna. Advantages of silica nanoparticle reinforcement include recyclability with retention of tensile properties and higher recovery (lower tension set).

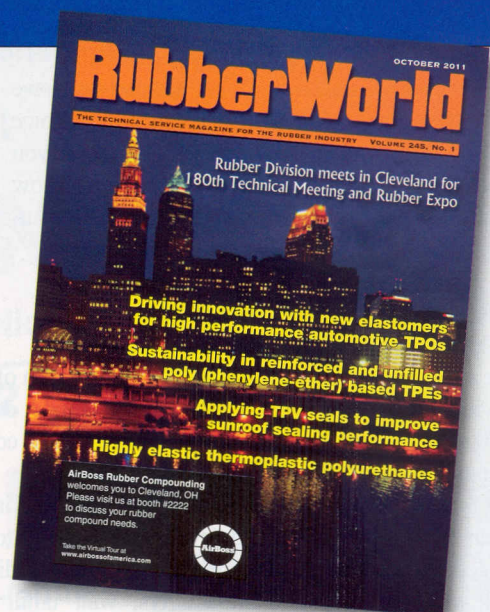


Photo courtesy of Kohl Murdock

### 38 Highly elastic thermoplastic polyurethanes

by Louis Brandewiede, Lubrizol Advanced Materials. Use of thermoplastic polyurethanes in a variety of applications allows end users to enjoy the benefits afforded by rubber and other cured elastomers, such as elasticity and chemical resistance, but with the economic advantage of processing TPU on thermoplastic processing equipment.

## DEPARTMENTS

- 4 Editorial
- 6 Business Briefs
- 10 Market Focus
- 12 Silicone/Medical Update
- 14 Patent News
- 44 Meetings
- 50 Suppliers Showcase
- 52 People in the News
- 55 Literature

## Digital Edition Content

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- Expanded business news
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- Expanded instrumentation information
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