



**TIE LAYER RESINS UPDATE
NORTH AMERICA, EUROPE, JAPAN, & ROW
MARKETS, TECHNOLOGIES & TRENDS
2004-2009**

**Prospectus For
An In-Depth Strategic Analysis
Completed December 2004**

- What is the current status of Tie Layer Resins?
- Who are the major suppliers of Tie Layer Resins?
- What are the key drivers of growth for Tie Layer Resins?
- What is the future of Tie Layer Resins?
- What are the new applications for Tie Layer Resins?
- What are the latest technology developments?
- What are the major technologies to manufacture Tie Layer Resins?
- What are the emerging trends and new markets for Tie Layer Resins?



Chemical Market Resources, Inc.

1120 NASA Road 1, Suite 340, Houston, TX 77058-3320

Tel:281-333-3313; Fax:281-333-3361; Web:www.CMRHouTex.Com

TIE LAYER RESINS UPDATE 2004 – 2009

North America, Europe, & Japan

Markets, Technologies and Trends

INTRODUCTION

Tie layer resins play a very important role in the packaging industry because of constant changes, improvements and the introduction of new multilayered film structures in flexible and rigid packaging applications. The advent of tie layer and barrier resins has added an entirely new dimension to the packaging industry with the introduction of multiple layered packaging structures.

In non-packaging applications such as automotive fuel tanks, multilayered plastic tanks are replacing conventional metal tanks to meet stringent environmental regulations against hydrocarbon emissions from cars/trucks. New developments in catalyst technologies of polyolefin resins likely will provide tie layer resins with even better overall performance properties.

STATUS OF TIE LAYER RESINS

The tie layer resins industry has been very stable and is approaching the mature stage of product life cycle. Being a specialty product it has not witnessed any major changes in the demand or supply situation. Both the demand and supply for this product has remained stable in last few years and is expected to remain the same in next five years. The major characteristics that the market will witness in next few years include:

- Steady growth rates for next five years with no major threat from intermaterial competition
- No major additions of suppliers in this industry. As it is a batch process suppliers will adjust capacity based on demand requirements
- Steady pricing with some impact of raw material prices
- Penetration of tie layer resins in regions other than North America, Western Europe, and Japan
- Development of new applications at a very slow pace. Majority of the suppliers will decrease R & D spending in this area.

AN UPDATE ON MULTICLIENT STUDY

Chemical Market Resources, Inc., with our extensive experience in (1) functionalized polyolefins (2) acid copolymers & ionomers, (3) polyolefins and (4) packaging markets, is undertaking a global strategic business/technical analysis that reports on this fast-changing intermaterial competition arena. Our in-depth examination and methodology are designed to assist companies in monitoring the rapid developments, analyzing the trends and capitalizing on the many opportunities in these changing markets and technologies.

MAJOR OBJECTIVES

- *Define current status of the tie layer resin industry.*
- *Assist tie layer resin suppliers in positioning and evaluating their market and technology development programs*
- *Assist suppliers in assessing the attractiveness of tie layer resin markets*
- *Develop detailed strategic analysis for tie layer resin markets*

KEY ISSUES TO BE ADDRESSED

- *In-dept analysis of the global tie layer resin markets*
- *Niche markets for tie layer resins*
- *Strategies for suppliers in a mature market*
- *New entrants in the industry*
- *Packaging vs. non-packaging applications*

TIMING & SUBSCRIPTION INFORMATION

An order form is included as the last page of this prospectus. The report is available for **IMMEDIATE DELIVERY**. The price of the study is U.S. \$3,500 for two copies of the report. Additional copies are available for \$300 each. To subscribe, simply sign the attached order form and mail or fax to CMR. ***The study is also available in electronic format.*** This study is part of the Polyolefins MT&T series. For further information call us at 281-333-3313.

APPROACH

The information, data and conclusions of this analysis will be developed from sources in North America, Western Europe and China, Asia and Japan and are based upon, but not limited to, the following methods:

- ***Search, review and interpretation of information from government sources, trade and industry groups, public interest groups, government agencies, published articles and product promotional information***
- ***Information from private experts and CMR proprietary projects (over 20 of them related to these topics in the last two years)***
- ***Interviews with leading suppliers, end-users, and industry experts.***

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ABOUT OUR COMPANY ...

CHEMICAL MARKET RESOURCES, Inc., was founded in 1990 to focus on the areas of marketing research and strategic planning. Our global clientele is concentrated within the chemical, petrochemical, plastics and related industries.

Prior to joining CMR, Inc., our associates held responsible positions in the chemical and allied industries. Our team of professionals have strong technical backgrounds combined with hands-on business experience. Compilation of data, strategic analyses, writing and editing are entirely conducted in our state of the art facilities in-house, to assure quality control at each stage of development. Our strength is in providing our clients close interaction to maximize effectiveness. We provide in-depth analyses with actionable statements in a cost-effective and timely fashion.

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Reach us at Tel: (281) 333-3313, Fax: (281) 333-3361
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Chemical Market Resources, Inc.
1120 NASA Road 1, Suite 340
Houston, TX 77058-3320
Email:CMRInfo@CMRHouTex.Com**

**Telephone Inquiries: 281-333-3313
Fax Inquiries: 281-333-3361
Wiring Instructions: Horizon Capital Bank
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