

FREEFLOW

THE DYNAMICS OF A GLOBAL ACRYLICS BUSINESS

No.6

WELCOME TO THE FIRST 2010 EDITION OF FREEFLOW.



Peter Snodgrass
Sales Director, Europe

For many, 2009 will be remembered as a challenging year. It was a year where countless businesses were focused on negotiating the trials of a recession, and where all of us had to adapt, be flexible and work together to help one another. At Lucite International (LI) we were reminded just how important our role is as a reliable, high-quality supply partner.

As you will see from Neil Sayer's welcome opposite, 2010 has begun on a much more positive note and we are all very encouraged by the opportunities that are beginning to materialise. First, I would like to draw your attention to the very exciting news about our new venture in Iberia. On page 6, we describe our initiative to become a 'local' supplier in the region, which we have achieved alongside our long-term partner there, Quimidroga. Being able to supply MMA from a Spanish base means we can be very responsive to the changing needs of the market place and deliver added value to our customers there. Our customers have reacted very positively to this move and early signs are that it will help support growth in the region.

In this issue of FreeFlow, I am also delighted to introduce the Methacrylates Business team, based at LI's Cassel facility in the UK. We are very much a people business and, having featured the Commercial teams, who you may have met, we wanted to share with you the people who are responsible for the strategic direction of our business.

At LI, SHE is our number one priority and we are especially proud of our Safety record, which continues to trend positively. In 2009, we experienced 0.05 injuries requiring medical treatment per 100,000 hours worked by employees and contractors at our sites. Our commitment to achieve zero injuries remains our highest priority. Picking up on the 'E' (Environment) of 'SHE', our Sustainability Manager, Andy Bragg, shares with you our high-level thinking on the matter.

Also in this issue, our Regulatory and Registration Manager, Fiona Smith, provides us with an explanation of what LI is doing in terms of developing 'generic exposure scenarios'. We hope that her piece on page 10 provides you with some useful information.

Finally, we have enclosed a copy of FLOW; an update of our existing document, which explains the petrochemicals supply chain integration and the dynamics of our industries. Again, we hope that you find it useful; additional, flat copies are available. Please let me know if there are any specific issues you would like us to address in our next FreeFlow by emailing me direct on: peter.snodgrass@lucite.com

BETTER TOGETHER

2010, A YEAR FOR OPTIMISM AS WE BEGIN TO
DISCOVER THE BENEFITS OF WORKING TOGETHER
WITH OUR NEW OWNERS, MRC.

Neil Sayers
Vice President, The Americas and EAME

In May 2010, Lucite International (LI) will have been part of the MRC Group for a full year, and first impressions from our own people and our customers are all good. There is no doubt that our new owner brings a financing structure that improves LI's position; allowing us to focus our energies on building for the future. Although we still operate as a completely separate group, this is not constraining the very positive process of cross learning that will generate new opportunities for innovation, growth and efficiency.

I believe the benefits from this work will be immense and we have only just begun to discover what might be possible. LI and MRC share similar values and yet approach decisions and opportunities in very different ways. The existence of these differences is a key source of opportunity for us to improve.

Over the last decade at LI we have had a strategy focused on a limited number of materials in the acrylics space where we believe our technology, expertise, brands and

people offer the opportunity for us to deliver quality and value leadership. As a result we have divested some businesses and invested in new facilities or expansions in our core monomer and cast sheet offerings.

In contrast MRC has developed and promoted a much broader material portfolio starting with their origins in rayon fibres, moving into ultra modern carbon fibre and composite materials as well as a broad range of methacrylates. Both companies are innovative and MRC has greater R&D intensity – often of a long-term nature.

Many more contrasts and comparisons exist; these illustrate the point that diversity is a powerful tool to challenge the status quo – allowing us to borrow from the practices which best fit the different aspects of our combined business. It will certainly result in change but change that will lead to a more sustainable business.

The ongoing development of our award-winning Alpha technology is another factor contributing to a more sustainable business

and I am delighted to be able to report two major award wins for the technology, which began to take shape in our UK laboratories more than 15 years ago. First, we received the Chemical Industry Association's prestigious 2009 Innovation Award and, at the end 2009, Chemical Engineering magazine awarded the 2009 Kirkpatrick Chemical Engineering Achievement Award to us for Alpha. This biennial award, which was first given in the early 1930s, recognises the most noteworthy chemical engineering technology commercialised anywhere in the world during 2007-2008.

Looking forward, we are excited by the development work that continues to show even greater promise for Alpha. We are also very enthusiastic about the opportunities that are beginning to materialise from our integration work with MRC; 2010 has begun in a very positive way.



Image: [1] Lucite International's Cassel facility operates 24 hours each day, 365 days each year to produce MMA for customers in the EAME (Europe, Africa, Middle East) region.

TAKING A CLOSER LOOK AT THE MARKETS

SINCE THE LAST ISSUE OF FREEFLOW IN SEPTEMBER 2009, DEMAND FOR MMA HAS DROPPED FROM THE HIGH POINT WE WERE EXPERIENCING AT THE TIME – WHICH WAS BEING DRIVEN IN PART BY RE-INVENTORYING THROUGHOUT THE CHAIN - TO A MORE 'NORMAL' AND SUSTAINABLE LEVEL. BY THE END OF Q1'10 WE ARE STARTING TO SEE ENCOURAGING SIGNS IN SOME OF THE DOWNSTREAM MARKETS. THE EUROPEAN METHACRYLATES MARKET IS ALSO STILL ADJUSTING TO THE ASSET CLOSURES THAT OCCURRED IN 2009 AND, FOR THE FIRST TIME, THE TRUE IMPACT OF THESE IS BEING FELT WITHIN THE INDUSTRY SUPPLY CHAINS.



Image: Malcolm Kidd is LI's Commercial Director for Monomers in the EAME region. To access his regular review of the MMA market, please visit: www.luciteinternational.com/freeflowmarket

DOWNSTREAM MMA USE IN A MATURE MARKET

35%	Acrylic sheet for glazing, fabrication, signs, lighting and sanitary ware
19%	Moulding/extrusion compounds automotive, medical and optical
20%	Surface coatings, acrylic latex, lacquers and enamels
7%	Emulsion polymers, adhesives and polishes
12%	Impact modifiers and processing aids for rigid PVC window and other profiles
5%	Mineral filled sheet, Corian (DuPont trade mark)
2%	Other polyesters and transesterification

"DEMAND IN EUROPE IS RECOVERING AFTER A SLOW START TO THE YEAR AND IT IS PREDICTED TO CONTINUE TO SHOW A MODEST INCREASE OVER 2009 LEVELS. THE EUROPEAN SUPPLY/DEMAND BALANCE HAS CHANGED SINCE THIS TIME LAST YEAR; EUROPE IS A NET IMPORTER AND ITS SUPPLY CHAINS ARE MORE STRETCHED."

SUPPLY

Europe is now reliant on fewer production assets than at this time 12 months ago. As a consequence, imports are a more significant aspect of the region's mass balance. For the first time the European market has to be able to import product on a regular and sustained basis. This means that worldwide supply and demand balances, European market pricing (relative to the other regions), as well as fluctuating parameters, such as exchange rates, will all have a major part to play in determining the availability of methacrylates in Europe in the future.

Lucite International (LI) has recognised the impact that this change of circumstances will have, and has taken steps to address it. With longer supply chains and lower total inventory being held in the region, there is now, more than ever, a need to work closely and co-operatively with our customers and we are actively seeking this dialogue.

In the last six months a new plant in China has started up, but a significant proportion of the MMA capacity that was planned to be introduced or re-introduced this year has suffered setbacks. Most notably there has been a delay to the two new-build projects in Thailand. This has resulted in there being significantly less installed MMA capacity than had originally been planned at this time, which is particularly important given the higher than forecast global demand from the market.

DEMAND

After a disappointing end to 2009 and an overhang of that environment into 2010, demand in Europe has taken a number of months to become properly re-established. The onset of the coatings season has provided a welcome boost to demand levels and it is forecast that this segment will continue the recovery (with the normal seasonal fluctuation) that it has exhibited since Q2 last year. By contrast, demand from the cast and extruded sheet markets has not been so strong since they experienced an up-turn in Q3/early Q4'09 and demand remains at the same level as Q2'09.

The major factor that will determine European methacrylate demand is the rate at which construction projects are resumed. Many projects for domestic dwellings have been re-started after a 12-month hiatus. However, there is real concern about the commercial side of the industry and the funds that governments will have to commit to national infrastructure projects.

Demand in Asia, and in particularly in China, bounced back sharply last year in Q2, and has continued unabated. The support provided by various governments in the region, plus an increased level of confidence, has resulted in Asia being short of product, which means it must import, when it had been predicted to be in a net export position. Demand continues to be fuelled by pMMA for LED screens, SM for packaging and t-ABS for domestic appliances. In addition, the regional

automotive industry seems to be emerging from the doldrums of 12 months ago, at a faster pace than in other parts of the world.

After many months of subdued demand, all segments of the North American market have picked up, which is putting additional strain on the limited supply in that region.

COST BASE

The MMA industry in Europe is running significantly behind the curve compared to its feedstock costs. The cost of acetone alone has increased by 23% in 2010, with additional cost pressure being expected from methanol, ammonia and natural gas/energy. From crude oil down, it appears that there will be no relaxation in this trend in the immediate future and price increases for many of the major feedstocks required for methacrylate production have already been announced for Q2'10.

SUMMARY

Demand in Europe is recovering after a slow start to the year and it is predicted to continue to show a modest increase over 2009 levels. The European supply/demand balance has changed since this time last year; Europe is a net importer and its supply chains are more stretched. This will become even more apparent as demand returns. LI's objective therefore is to work constructively with its customer base through what is hopefully an upswing in market demand to ensure cost effective continuity of supply.

LOCAL SUPPLIER STATUS



JUDITH CENTENO, MONOMERS BUSINESS MANAGER AT QUIMIDROGA.

GOING FURTHER FOR OUR CUSTOMERS IS A PROMISE THAT EVERYONE AT LUCITE INTERNATIONAL (LI) STRIVES TO DELIVER. IT IS A PROMISE THAT REQUIRES US TO CONTINUALLY SEARCH FOR OPPORTUNITIES TO ADD VALUE; ANALYSING AND INTERPRETING THE MARKET, LISTENING TO WHAT OUR PARTNERS TELL US AND BEING BOTH FLEXIBLE AND RELIABLE IN ALL ASPECTS OF OUR WORK TO SERVE CUSTOMERS. MOST RECENTLY, WITH THE HELP OF OUR DISTRIBUTION PARTNER IN IBERIA, QUIMIDROGA, WE HAVE INSTALLED A NEW MMA EX-STOCK FACILITY IN SPAIN. THIS EXCITING NEW VENTURE, WHICH MOVES US CLOSER TO LOCAL SUPPLIER STATUS IN IBERIA, MEANS THAT WE ARE NOW EVEN BETTER ABLE TO SATISFY OUR CUSTOMERS' NEEDS. FREEFLOW TALKS TO JUDITH CENTENO, MONOMERS BUSINESS MANAGER AT QUIMIDROGA TO FIND OUT MORE.



Image: The very first shipment of LI's MMA leaves the tank facility at Tarragona for major customer, Irpen.

ABOUT QUIMIDROGA

Founded: 1944
Ownership: 100% private
Size: €473m, Quimidroga Group
Sales offices: Spain – Vigo, Gijon, Bilbao, Barcelona, Zaragoza, Madrid, Valencia, Murcia, Malaga, Sevilla; Portugal – Oporto; Canary Islands – Las Palmas; Morocco – Casablanca; Algeria
Warehouse/Distribution Centres: Spain – Burgos, Barcelona, Zaragoza, Valencia, Murcia, Sevilla, Madrid; Portugal – Oporto; Canary Islands – Las Palmas; Morocco – Casablanca
Customers: 6650
Products: 6900
Offer: Leading independent marketer and distributor of chemicals and related products mainly in the Iberian market.
Key values: Delivery of outstanding customer service, guaranteed quality, continuous development of people, products and services, transparency, special care for safety, health and environment, and creating long-term partnerships.

FF: First of all, can you tell me a little bit about Quimidroga's working relationship with LI?

JC: We have been working with LI as a major distributor for their MMA products throughout Spain, Portugal and Northern Africa since 2001. Our relationship has developed into a very strong partnership and we are always keen to share ideas and explore new opportunities together. Both companies are firmly committed to being the preferred supplier of MMA in Iberia. We know that if we pool our individual expertise and quality resources we have the best possible chance of delighting our customers and achieving mutual growth and sustainability.

FF: How did the idea to start ex-stock sales in Spain come about?

JC: When the local producer exited the market here last year, LI approached us with the idea of installing a tank to store their MMA in Spain. Combining our established position as a major distributor in the Spanish market, which we've built over the past 25 years, with locally sourced MMA from LI meant that we would be able to enhance our service to even more customers and we were immediately keen to be involved.

FF: When were the tanks first filled and what does it mean for customers?

JC: The tanks are located at the port of Tarragona, which is about one hour from our offices in Barcelona. LI delivered the first shipment to Tarragona in early January 2010 and we supplied our first shipment to Irpen, a cast sheet producer in La Llagosta near Barcelona, later that month. Now we can offer customers the quality and service of a local producer with shorter lead times and more flexible logistics. It also means that we

can extend our supply to new customers, who we hope to attract with our ability to provide a more agile response to their needs, which is very exciting.

FF: And what about stock levels; will the increase in customers jeopardise the reliability of supply that existing customers have experienced in the past?

JC: LI has world class forecasting, production planning and manufacturing expertise. It also invests in understanding the local market; gathering knowledge through both internal and external sales professionals as well as working closely with us. Our track record, in terms of reliability and quality of supply, has been excellent and we are confident that this will continue as we use real-time market intelligence to gear stock to meet demand.

FF: It is clear that both LI and Quimidroga prioritise customer service very highly; would you say that you also share values and a similar spirit?

JC: Well, of course every company is unique. It is made unique by lots of things, but principally this comes down to people and I would say that there are a lot of shared sentiments between our companies. We have been working very closely for almost 10 years and our level of communication and understanding has been outstanding. I guess the new MMA tank venture is proof that both companies trust one another and are willing to collaborate and work towards a common goal.

FF: So, you have been supplying customers from the Tarragona for three months now, what feedback have you had?

JC: Right from the beginning, when we started talking about the project, our customers were very positive. To remain competitive, especially in these tough economic times, companies want to offer a 'just in time' service, which means that they don't want to carry stock in their factories. However, for them to deliver a 'just in time' service to their own customers, they need a flexible raw material supplier, who can offer short lead times and the ability to advance or delay orders as the need arises. Nowadays we are this supplier and it feels very rewarding to have found a true point of difference that we can bring to the market.

FF: You mention tough economic times, which have been felt all over the world. Are you seeing signs of recovery, and what do you anticipate 2010 to be like for business in Iberia?

JC: Well, we are feeling very upbeat about 2010. The new venture has given us a great platform for growth and we are confident that our market share will increase as we work hard to secure new contracts with customers. Unfortunately we don't expect the MMA market to grow very much this year as the Spanish economy is not recovering at the same speed as many other European countries. The expectation is that we will still be in recession for at least the first six months of 2010. However, we have been very proactive during these recessionary times and our offer to customers is now even more attractive. So, when the recovery starts to pick up, we will be in good shape to capture new opportunities.



COMMENT FROM DEPUTY GENERAL MANAGER OF QUIMIDROGA, MR AMADEO CRISTINA.

"There is not much I can add to Judith's answers, which confirm the good relationship between our two companies and our common philosophy; to serve the market at the highest level and become the supplier that everyone looks to as a point of reference.

Starting in 2000, Quimidroga has been working on an ambitious logistic centre for chemicals distribution, which handles products for most industrial sectors, including fine chemicals, additives, polymers, etc. The centre covers 7 hectares and has the capacity to store and handle about 150 different products in bulk as well as the ability to store packed products. We also offer blending, dilution, tailor-made formulations, and re-packaging to different sizes.

Last year, our progress was boosted when the local MMA manufacturer ceased production and LI decided to offer a direct 'just-in-time' service in our market. Joining LI in this venture has helped us to establish a service from local stock, which is a real benefit to our customers here in Iberia. We trust that working together with a high level of enthusiasm will position LI and Quimidroga as leading supply partners of MMA in the Iberian market in the coming years.

I would like to publicly thank LI for having confidence in our union. I would also like to thank all our customers for their loyalty and belief in our commitment to continue to offer them the highest level of service."

LEADING RELIABILITY

LUCITE INTERNATIONAL (LI) IS SINGLE-MINDED IN ITS DETERMINATION TO ACHIEVE EXCELLENCE IN ALL THAT IT DOES. THIS SHARED GOAL, AND A FIRM COMMITMENT TO CONTINUOUS IMPROVEMENT IS EMBODIED IN 'GOING FURTHER', THE COMPANY'S PROMISE TO ALL OF ITS CUSTOMERS AND STAKEHOLDERS. EVERY DAY, LI'S TALENTED PEOPLE WORK HARD TO DELIVER THIS PROMISE, NO MATTER WHAT THEIR ROLE IS, OR WHERE THEY ARE IN THE ORGANISATION.

In this issue of FreeFlow, we visit LI's Cassel site to meet the Methacrylates Business team for EAME [Europe, Africa and the Middle East]. The six individuals, who make up the team, use their experience, energy and enthusiasm to push the boundaries of the Business to ensure that it continues to lead with new ideas and opportunities for growth and success. They are also the driving force behind LI maintaining its reputation as a trusted, reliable source of supply to the merchant monomers market. Meet our team:



1

Name: Phil Bailey
Role: Cassel Site Director
Responsible for: Ensuring the site runs safely and that we comply with all our operating permits. Driving continuous improvement in all aspects of site operation to ensure we are a safe, reliable, high volume, low cost producer.
Joined: 1989
Enjoy most about the role: Driving and delivering improvement through a team of people who are highly professional and committed to the success of our site is very rewarding. For me, success means operating safely, being one of the lowest cost global producers, and delivering reliably to our customers.
Interests: Mountain biking, walking, skiing and growing vegetables!
Best holiday: Canada; mountain climbing, white-water rafting, bear and whale watching - exciting activities with my wife and three daughters.

2

Name: John Funnell
Role: Supply Chain Operations Manager - EAME Monomers
Responsible for: 'The bit in the middle!' - sales and operational planning, customer service and logistics.
Joined: 1971
Enjoy most about the role: After more than 35 years I still get great satisfaction from working in a service culture satisfying both the needs of our customers and the internal team. I've built great relationships with our logistics providers and it is pleasing to see they think of our customers as theirs. I also enjoy the management and development of people and the organisation.
Interests: Running (or jogging as age takes over), cycling and, more recently, golf.
Best holiday: We've had some great camping holidays in France - I just love the whole freedom experience. I must go and see my sister who has been in Sydney, Australia for 35 years and I have never got round to it!

3

Name: Peter Snodgrass
Role: Sales Director - EAME Chemicals
Responsible for: Sales to customers in EAME; managing distributors (Univar, Quimidroga, Perspex South Africa), leading the Chemicals sales team in the region.
Joined: 1985
Enjoy most about the role: I'm continually meeting and building great relationships with interesting people. It's very rewarding to be involved in such a dynamic industry; especially helping customers to forecast the direction of the market and define opportunities, which they can then capitalise on. I also get personal satisfaction from seeing the results of us working hard together to deliver our promises.
Interests: Being actively involved in my local community, skiing with my children, golf, cycling, and Scottish country dancing (where I met my wife 25 years ago).
Best holiday: Sailing in a flotilla in the Ionian Sea at the end of summer; I love the beautiful islands, warm sea and stopping at a different port every evening for fantastic Greek food, great company and a few glasses of good wine or beer.

4

Name: Malcolm Kidd
Role: Business Director - EAME Monomers
Responsible for: Commercial aspects of LI's Monomers business in EAME region and global interactions with other LI businesses and MRC.
Joined: 1989
Enjoy most about the role: The ever-changing market dynamics, customer base and different cultures; the opportunities that arise to develop and grow the business through our customers and seeing the growing diversity of methacrylate based products in every day life.
Interests: Photography, mountain biking, golf, spending time with my family
Best holiday: Zimbabwe - safari experience, great natural beauty and extreme adventures; white water rafting and bungee jumping.

5

Name: Mike Fell
Role: North East Finance Manager
Responsible for: Managing LI's finance teams at Cassel, Newton Aycliffe and Wilton sites, which involves forecasting, business analysis to support decision-making and control, continuous improvement and reporting.
Joined: 2005
Enjoy most about the role: Being part of the business team, where we have to perform in a very dynamic environment; always being ready and able to respond swiftly to meet customers' needs. I particularly enjoy being involved in making a real difference whether this is identifying efficiencies, potential savings or other opportunities.
Interests: City breaks (especially enjoyed Warsaw, Prague and Stockholm for the sites and local cuisines), watching horse racing, being a new dad and studying for an MBA.
Best holiday: St Lucia in the Caribbean - hot weather, good food and wine, spectacular scenery, good company and fun locals with an amazing 'no worries' attitude.

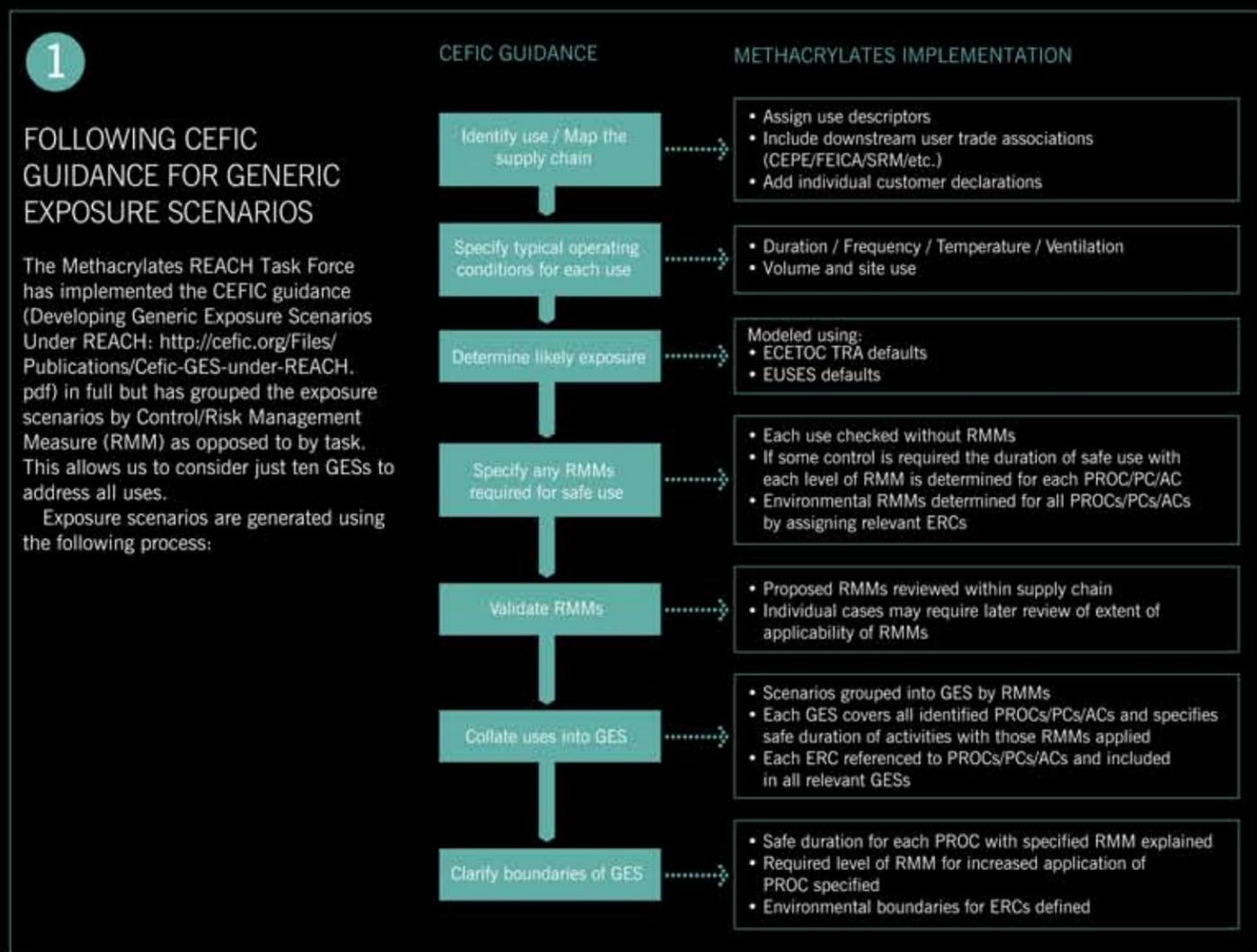
6

Name: Paula Tinkler
Role: European Purchasing Director
Responsible for: Leading the European Purchasing team, which looks after all spend across the businesses in EAME. Ensuring purchasing strategies are aligned with the business strategy and that we work in line with LI's values. I am also personally responsible for the procurement of the major raw materials and energy.
Joined: 1991
Enjoy most about the role: The diversity from pencils to platinum, the spend map is a kaleidoscope! Working with the team to ensure the Business can reach its full potential every hour of every day by making sure we never run out of materials and that we source them competitively, punching above our weight wherever possible.
Interests: Teaching my 4 year old to read/swim/ride a bike; mountain climbing, skiing, sailing and scuba diving.
Best holiday: Ireland, the mountains, the sea, the people and the Guinness.

REACH

DEVELOPING GENERIC EXPOSURE SCENARIOS

REACH REQUIRES LUCITE INTERNATIONAL (LI), AS A SUPPLIER, TO EVALUATE EACH IDENTIFIED USE OF A SUBSTANCE TO DETERMINE ANY RISK MANAGEMENT MEASURES THAT MIGHT BE NECESSARY TO ENSURE ITS SAFE USE. AT LI, WE SUMMARISE THIS ASSESSMENT INFORMATION IN THE ANNEX OF OUR SAFETY DATA SHEETS (E-SDS). FOR A COMMODITY SUBSTANCE, WHERE THE USES ARE MANY AND DIVERSE, THE ANNEX CAN BECOME OVERLOADED AND SO BOTH ECHA AND CEFIC ENCOURAGE US TO GROUP THE USES INTO GENERIC EXPOSURE SCENARIOS (GESs) TO HELP SIMPLIFY COMMUNICATIONS. THE FOLLOWING FLOWCHARTS SHOW HOW THE REACH TASK FORCE LEADING THE METHACRYLATE REGISTRATIONS HAS DEVELOPED ITS GES MATRIX AND PROVIDES CUSTOMERS WITH A USEFUL GUIDE TO INTERPRETING THE INFORMATION.



Fiona Smith, Regulatory and Registrations Manager

2

METHACRYLATES GESs

Scenario	Short Title
GES1	Use in closed systems with limited opportunity for exposure
GES4	Use in systems with engineering control with limited opportunity for exposure
GES5	Use in systems with engineering control where opportunity for exposure requires use of gloves
GES6	Use in systems with engineering control where opportunity for exposure requires use of gloves and respiratory protection
GES7	Outdoor use with limited opportunity for exposure
GES8	Outdoor use where opportunity for exposure requires use of gloves
GES9	Outdoor use where opportunity for exposure requires use of gloves and respiratory protection
GES10	Indoor use with limited opportunity for exposure
GES11	Indoor use where opportunity for exposure requires use of gloves
GES12	Indoor use where opportunity for exposure requires use of gloves and respiratory protection

GES1 covers industrial closed processing - Process Category Codes (PROCs) 1, 2, 3 with no breach of containment and the associated Environmental Release Categories (ERCs). GES 4-12 cover all identified PROC codes and all relevant ERCs. Tasks are limited by duration of activity and/or concentration of chemical used.

3

HOW TO IDENTIFY YOUR USE AND THE APPROPRIATE RMMS FOR SAFE HANDLING

The user must:

- Define how the chemical will be used in terms of; a) its concentration and, b) the duration of the activity(ies).
- Identify the appropriate PROCs that describe the use (see ECHA guidance on the use descriptor system: http://guidance.echa.europa.eu/docs/guidance_document/information_requirements_r12_en.pdf).
- Decide if you are classed as Industry, Professional (skilled trade) or Consumer and if you are using the chemical outdoors, or indoors, with or without engineered ventilation or in a closed system.
- Determine the level of Personal Protective Equipment currently being used.
- Select the appropriate GES based upon steps 3 and 4 and determine if the duration of the task is covered for the PROCs you identified in steps 1 and 2, and that the environmental controls are adequate.
- If the intended duration of your task is not covered, either:
 - Reduce the concentration
 - Reduce the duration or frequency
 - Increase the level of engineering control (indoor/outdoor/LEV/containment), or
 - Monitor the actual level of exposure to determine if the specific use may fit within a different GES.

Further information and examples of the application of Generic Exposure Scenarios will be made available shortly and updates will be added to our REACH blog. We are continually looking for ways in which we can help our customers and partners to understand implications of the REACH regulation within our industry. I hope you find this short feature useful, and if there are any elements that need further clarification or you would like any additional information, please visit our REACH blog at: www.reach-and-you.info or email me direct: fiona.smith@lucite.com

SUSTAINABILITY



INDIVIDUALS AND ORGANISATIONS ARE BECOMING INCREASINGLY AWARE OF THE CONCEPT OF 'SUSTAINABILITY', WITH MOST OF US ASSOCIATING IT WITH A NEED TO PROTECT THE WORLD WE LIVE IN. GLOBALLY, RESOURCES ARE BEING CONSUMED AT A RATE THAT CANNOT BE MAINTAINED, AND THERE IS SCIENTIFIC EVIDENCE THAT THE WAY WE LIVE IS HAVING A LASTING, DETRIMENTAL EFFECT ON OUR ENVIRONMENT. TO ACHIEVE A MORE SUSTAINABLE FUTURE BOTH BUSINESSES AND SOCIETY AS A WHOLE MUST LEARN TO USE THE EARTH'S RESOURCES IN A WAY THAT PROTECTS THEM FOR FUTURE GENERATIONS. FF TALKS TO LI'S SUSTAINABILITY MANAGER, ANDY BRAGG ABOUT HOW THE COMPANY IS EMBRACING THE CHALLENGE.

FF: HOW LONG HAVE YOU BEEN IN YOUR CURRENT ROLE AND WHAT IS YOUR FOCUS?

AB: I became Sustainability Manager – part of LI's global Safety, Health and Environment team - at the end of 2008. During the first six months I focused on defining the critical issues faced by the Company; evaluating current performance and outlining what needed to be done to help safeguard LI's own sustainability. Since then we've been reviewing our business philosophy and operations to ensure that we take active steps to adapt for the future so that we can maintain our global competitiveness.

FF: EVERYONE HAS THEIR OWN IDEAS ABOUT SUSTAINABILITY AND THE GROWING NEED FOR CHANGE. WHAT IS YOUR VIEW?

AB: More and more people, businesses and organisations are concerned about the impact of their everyday behaviours on the environment. This concern together with new legislation and pressure from regulators is creating the impetus for change. I think we are now beginning to understand what this 'change' might mean in reality. In my view, sustainable practices must meet the needs of society (people), the economy (profitability) and the environment (planet).

FF: WHAT ARE THE PROGRESS HAS LI MADE IN ADAPTING ITS OPERATIONS?

AB: In line with LI's corporate values and commitment to SHE, we already have many best practices in place that are focused on meeting the needs of people, profitability and planet. However, we are also committed to continuous improvement, which means we always look to do more. Recent examples:

- Ensuring we comply with new legislation, such as climate change carbon taxation.
- Trying to satisfy new environmental compliance requirements of customers and suppliers by sharing best practices.
- Embracing industry trade group initiatives, such as Responsible Care, and actively promoting these worthwhile activities to our partners.

FF: AND WHAT ABOUT LI'S LONGER-TERM IMPROVEMENT OBJECTIVES?

AB: We have various teams working across the Business; each has a very clear set of improvement objectives, which are owned and managed by the people doing the work. As these objectives are met, LI's sustainability profile will improve. Building on existing programmes, we will make reductions in the key areas of: energy consumption,

greenhouse gas emissions, volatile organic compounds emissions, water usage and solid waste sent to landfill. These are long-term objectives which will build on our existing continuous improvement philosophies and drive to achieve excellence."

FF: AS LI PEOPLE BECOME INCREASINGLY INVOLVED WITH THE SUSTAINABILITY AGENDA, IS THERE A PLAN TO SHARE IDEAS WITH CUSTOMERS AND SUPPLIERS?

We are certainly looking at ways to widen our application of sustainable concepts across the Company. This means looking at ways to bring these practices into areas such as our logistics and purchasing activities. Customers are increasingly expressing interest in our carbon footprint and product lifecycles and currently international standards are being developed to provide common systems to define these. These are just some of the things that are being considered to improve our sustainability. The challenge is to deploy them in a way that has the most positive impact on our customers, suppliers, neighbours and on our business.

WE VALUE YOUR OPINION

We would very much like to know what you think of FREEFLOW. If you have a particular area of interest or would like to see a particular issue covered next time, please do let us know by emailing comments to: peter.snodgrass@lucite.com

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