

## Packaging Case Study

### **ARCEL resin Customer Support and Services**

NOVA Chemicals is a leader in polymer technology and applications development. We work closely with our customers to help them develop the innovative products that consumers demand – products that provide convenience, safety and value.

We support our customers in four key areas: Packaging & Engineering Design, Technical Service, Physical Testing and Product Integrity.

### Packaging & Engineering Design

Our Design Center helps customers to think small and to think green. We take oversized, overengineered packages and redesign them to be more efficient – both for cost and the environment. Our team keeps up with the latest in design trends to help customers envision their products in state-of-the-art packaging solutions that protect their products and their brand. Using the spacesaving properties of ARCEL advanced foam resin, our team of engineers and packaging experts can design a better performing, smaller package. When ARCEL resin is being considered for use in an engineering component or a product such as automotive components or child safety seats, the Design Team helps our customers navigate through the often rigorous evaluation and specification process to ensure that ARCEL resin meets all of the physical performance and safety requirements for these products.

ARCEL resin isn't just for packaging solutions. Its lightweight and durable properties improve everyday products such as surfboards and child safety seats.

## Technical and Customer Service

Our goal is to help customers succeed. We do that by providing on-site technical service support to all of our customers – both domestic and international. Each member of our Technical Services Team is dedicated to making sure that our resin runs for each customer. And we don't leave until the job is done – until all the issues are resolved regarding product processing, properties or quality. This same team also works with customers to conduct product qualification trials – to help ensure that molders are knowledgeable about our resin and feel comfortable specifying it into package and product designs.

## Physical Testing

We offer physical testing and validation for packaging designs. This service helps our customers feel confident that their products are safe and secure when packaged in ARCEL resin. In our own labs and through partnerships with external testing facilities, we offer CNC sample-making, drop-testing and many other physical and analytical services. These services save our customers time and money by allowing them to see how their packaging solution will perform in real-world applications.

## Product Integrity

NOVA Chemicals' Product Integrity group tracks regulations that apply to ARCEL resin products in all jurisdictions where they are sold and provides timely and comprehensive answers to regulatory questions. Typical regulations include chemical control laws (e.g., the US Toxic Substances Control Act; EU Registration, Evaluation, Authorisation and Restriction of Chemicals) and end-use requirements (e.g., Restriction of Hazardous Substances; Packaging and Packaging Waste; Model Toxics legislation). We also address questions regarding the safety and suitability of ARCEL resin.

ARCEL advanced foam resin helps manufacturers achieve efficient, sustainable packaging and products. ARCEL resin is a high-performance foam cushioning material that provides superb product protection and product performance characteristics for national and international customers.

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