



Dow Collaborates with O. KLEINER AG to License PacXpert™ Technology

*Innovative packaging creates opportunities and differentiated applications
for select converter customers worldwide*

MIDLAND, Mich. – May 13, 2014 – [Dow Packaging and Specialty Plastics](#) has partnered with converter, O. KLEINER AG to license PacXpert™ Packaging Technology. PacXpert™ Technology enables the transition from larger traditional rigid containers to flexible packaging offering sustainability benefits and convenience. [O. KLEINER AG](#) will produce packages enabled by PacXpert™ Technology and will sell them to their individual customer base.

“We are excited to collaborate with O. KLEINER to bring this innovative flexible package to market.” said Fabrice Digonnet, new business development leader, EMEA, Dow Packaging and Specialty Plastics. “Dow aims to work with a limited number of converters around the world and we are pleased to announce O. KLEINER is our first licensee.”

The lightweight packaging design offers a fitment closure and integrated ergonomic dual handles, for precision pouring, easy reclosing and convenient carrying. PacXpert™ Technology can be used across a wide range of household, institutional and industrial applications including food, condiments, liquids and dry goods. While flexible, the cube-shaped package is shelf stable and can stand upright or on its side. The technology also provides multiple environmental benefits because it reduces content waste by allowing consumers to achieve better product yield, and requires fewer raw materials when compared to rigid packaging alternatives. Empty PacXpert™ Technology packages can ship flat, increasing shipping and warehouse efficiency, and possibly reducing carbon dioxide emissions.

“The technology positions O. KLEINER AG and Dow as solution leaders in the packaging industry,” said Martin Kleiner, CEO of O. KLEINER AG. “PacXpert™ Technology will generate opportunities to provide our customers with a unique solution that will expand the flexible packaging market and enable success.”

PacXpert™ Packaging Technology is Dow’s global trademark for this innovative technology.

For more information, visit <http://www.dow.com/packaging/> or www.okleiner.ch

About Dow

Dow (NYSE: DOW) combines the power of science and technology to passionately innovate what is essential to human progress. The Company is driving innovations that extract value from the intersection of chemical, physical and biological sciences to help address many of the world’s most challenging problems such as the need for clean water, clean energy generation and conservation, and increasing agricultural productivity. Dow’s integrated, market-driven, industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 180 countries and in high growth sectors such as

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packaging, electronics, water, coatings and agriculture. In 2013, Dow had annual sales of more than \$57 billion and employed approximately 53,000 people worldwide. The Company's more than 6,000 products are manufactured at 201 sites in 36 countries across the globe. References to "Dow" or the "Company" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted. More information about Dow can be found at www.dow.com.

About O. KLEINER AG

O. KLEINER AG manufactures food and non-food flexible packaging for the domestic (Swiss) and international markets. The Company was founded in 1954 and developed since – as a family-owned company – to an internationally successful packaging specialist. The Company combines all three printing-systems – HD-Flexo, Gravure, Digitalprint – under one roof. Its pioneering achievements over the last sixty years were Digitalprint for flexible packaging (2000), CANPEEL® - a customer-friendly can opener system (2004), the carbon-neutral packaging – an important issue within the environmental strategy „packaging and the environment“ (2011), and PacXpert™ Technology, O. KLEINER AG being Dow Packaging and Specialty Plastics' first licensee in Europe (2014).

More information about O. KLEINER AG can be found at www.okleiner.ch.

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