

International campaign launched for CYROLITE® high performance acrylic-based polymers in medical devices

October 16, 2018

- CYROLITE® high performance acrylic-based polymers meet the highest quality and safety requirements for medical and diagnostic applications
- International campaign to highlight the advantages and properties of the material to a larger audience
- Advertisements, specialist articles, and appearances at industry events are planned

Contact person specialized press
Thomas Kern
Global Communication
Molding Compounds
Performance Materials
Phone +49 6151 18 3071
Fax +49 6151 18 84 3071
thomas.kern@evonik.com

Materials that are used in medical devices must comply with the highest quality and safety standards. Evonik's Performance Materials Segment is currently launching an international campaign to highlight the advantages of CYROLITE® high performance acrylic-based polymers for medical and diagnostic applications.

CYROLITE® can be sterilized using most commonly used sterilization methods. In addition, the products are free from hormone-related substances and plasticizers. This aspect is becoming more and more important, not only in medical devices, but also for the general public," says Maurice Biagini, medical commercial director at Performance Materials. "For this reason, we want to publicize these and other properties of our products and raise our profile among the key decision makers." The campaign is based on a mix of advertising themes, articles in the trade press, and appearances at important trade shows and specialist conferences such as the MD&M West, the world's largest annual medical technology event, which takes place in North America.

Sparkling curiosity

Typical applications that are produced using CYROLITE® high performance acrylic-based polymers include disposable medical items, such as IV and catheter accessories, blood/plasma separators, chest drainage sets, and medical filter and device housings. Evonik has also developed customized variants of CYROLITE® polymers for special applications in diagnostics. "We have over 40 years of experience producing polymers for medical

**Evonik Performance
Materials GmbH**
Rellinghauser Straße 1-11
45128 Essen
Germany
Phone +49 201 177-01
Fax +49 201 177-3475
www.evonik.com

Supervisory Board
Dr. Harald Schwager, Chairman
Managing Directors
Johann-Caspar Gammel, Chairman
Dr. Michael Pack
Magdalena Wagner
Rainer Wobbe

Registered Office Essen
Register Court
City Local Court Essen
Commercial Registry B 25779

devices,” says Siamak Djafarian, head of Molding Compounds in the Performance Materials Segment. “So we know that, especially in this industry, getting the technical details right is critical. In this campaign we have decided to show off our product advantages with some humor and emotion to arouse interest in the products.” For example, in a hospital scene, a baby in a transparent heated bed gives the thumbs up to the reliable quality of CYROLITE®. Another motif illustrates the optical properties of the CYROLITE® polymers: A lab technician checks the content of a cuvette – but only at first glance. If you look more closely, you will notice that only the contents of the cuvette can be seen. This is because CYROLITE® has a very high optical clarity and transparency – the disposable cuvette offers a perfectly clear view of the inside. The five campaign motifs will appear worldwide in the trade press for medicine / medical devices and plastics.

About Evonik

Evonik is one of the world leaders in specialty chemicals. The focus on more specialty businesses, customer-orientated innovative prowess and a trustful and performance-oriented corporate culture form the heart of Evonik’s corporate strategy. They are the lever for profitable growth and a sustained increase in the value of the company. Evonik benefits specifically from its customer proximity and leading market positions. Evonik is active in over 100 countries around the world with more than 36,000 employees. In fiscal 2017, the enterprise generated sales of €14.4 billion and an operating profit (adjusted EBITDA) of €2.36 billion.

About Performance Materials

The Performance Materials Segment is managed by Evonik Performance Materials GmbH. The segment focuses its global activities on developing and manufacturing polymer materials and intermediates, especially for use in agriculture and in the rubber and plastics industry. In 2017, the segment’s roughly 4,400 employees generated sales about €3.8 billion.

Disclaimer

In so far as forecasts or expectations are expressed in this press release or where our statements concern the future, these forecasts, expectations or statements may involve known or unknown risks and uncertainties. Actual results or developments may vary, depending on changes in the operating environment. Neither Evonik Industries AG nor its group companies assume an obligation to update the forecasts, expectations or statements contained in this release.