

ANNOUNCING

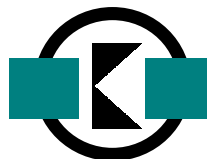
SYNTHETIC LATEX POLYMERS

A global series of regional market analyses

- 1999 – VOLUME I: South America
- 2000 – VOLUME II: Asia-Pacific
- 2001 – VOLUME III: North America
- 2002 – VOLUME IV: Western Europe

A completely new and expanded version of the
Kline Group's benchmark multiclient series

PLASTICS/POLYMERS



KLINE & COMPANY, INC.
OVERLOOK AT GREAT NOTCH
150 CLOVE ROAD
PO BOX 410
LITTLE FALLS, NJ 07424-0410
(973) 435-6262
www.klinegroup.com

The market for synthetic latex polymers has rapidly become a global business. Globalization is fueling unprecedented change in demand in the four major world markets of Asia-Pacific, North America, South America, and Western Europe. Economic and political forces are reshaping the dynamics of supply and demand throughout the world.

In addition to globalization, the synthetic latex polymers business is also being reshaped by environmental issues, changes in production capacity, market demand, technological factors, changes in the supplier and consumer base, and other causes. As a result of the ever-changing market forces, the synthetic latex polymers business is more complex and dynamic than ever before. Opportunities to grow the business continue to develop. Conversely, the evolving market forces also present significant threats to those who are unaware of the challenges and changes ahead or are unable or unwilling to adapt to them.

SYNTHETIC LATEX POLYMERS – 1999 THROUGH 2002 is a continuation of Kline's benchmark series of regional market analyses relating to the global emulsion business. It is specifically designed to assist latex producers and end users in navigating the challenging waters ahead and capitalizing on the developing business opportunities in the four key regions of the world.

DETAILS OF WHAT THE SERVICE WILL COVER

1. GLOBAL EXECUTIVE SUMMARY

Each volume of this series of reports will begin with a Global Executive Summary of the current global demand for synthetic latex polymers by product type, end-use market, and region. This summary will also provide a synopsis of the key market, product, and technical developments in order to provide each subscriber with a valuable “stand-alone” reference tool.

NOTE: *The Global Executive Summary will only be provided to subscribers of the entire four-volume series of reports.*

2. REGIONAL BUSINESS ANALYSIS

This portion of each volume will analyze the current market drivers for synthetic latex polymers in detail and provide quantitative data for current and forecast demand by polymer type for each region. A partial list of the kinds of business drivers that will be examined is discussed in more

detail in the following pages for each volume of the series. Others will be added as uncovered.

OBJECTIVE

To make informed decisions in the synthetic latex polymers arena, business executives will be required to thoroughly understand the market trends and dynamics as well as the competitive threats driving the business. Obtaining accurate, independent, and timely insights and information on such issues is critical to the effective planning and execution of strategies and tactics that will ultimately determine who will be the future leaders and laggards in the emulsion business. In view of these needs, the objectives of each volume of this series will be to:

- **Determine and quantify the primary driving forces that will affect supply and demand in the next five years**
- **Assess the current and forecast demand for synthetic latex polymers by region, type, and application**
- **Assess the supply structure and forecast what the supply will be for each product in the coming five years**

SCOPE

Table 1 presents the products, markets, and regions covered in this new four-volume series of reports. For comparative use, this new series of reports will utilize the same product and market definitions established in Kline’s previous surveys on this topic.

Table 1 ANTICIPATED SCOPE OF THE STUDY	
Products-a	Markets-a
– Polyvinyl acetate (PVAc)	– Adhesives and sealants
– Pure acrylic	– Carpet
– Styrene-acrylic	– Construction
– Styrene-butadiene (SBR)	– Nonwovens
– Vinyl acetate-ethylene (VAE)	– Paints and coatings
– Vinyl-acrylic	– Paper
– Minor products	– Polishes and waxes
	– Printing inks
	– Textiles
	– Minor end uses
Regions	
– Volume I – South America	– Volume III – North America
▪ Argentina	▪ Canada
▪ Brazil	▪ Mexico
▪ Venezuela	▪ United States
– Volume II – Asia-Pacific	– Volume IV – Western Europe
▪ China	▪ Benelux
▪ Japan	▪ France
▪ Korea	▪ Germany
▪ Southeast Asia/Taiwan	▪ Italy
	▪ Scandinavia
	▪ Spain

a- Actual products and markets will vary, based on regional demand.

THE SURVEY

This survey will consist of a detailed report and analysis heavily based on information obtained during in-depth interviews with hundreds of purchasing, marketing, and technical personnel at key industry participants throughout each region of focus. Secondary information and historical market data from Kline's long-standing latex polymers series, which dates from 1979 to 1998, will be utilized. Each regional volume will be tailored to fit the needs of subscribers and information will likely be presented as discussed below.

WHY SUBSCRIBE TO THIS SERVICE?

The global market for synthetic latex polymers in these four regions is estimated to total over 13,500 million dry lb in 1999. The acrylic family of materials dominates the market, representing approximately 40% of the total, as shown in Figure 1.

- To make informed business decisions, both locally and globally

New and emerging applications and regional markets for synthetic latex polymers will require executives to make critical business decisions. Most importantly, they will need to prepare long-term business plans based on the latest market information if they are to continue to maintain favorable positions within the industry. As a subscriber to this service, the Kline Group will provide you with current, accurate, and objective information and insights designed to assist you in assessing the competitive position in the industry as well as monitor the regional competitive business developments.

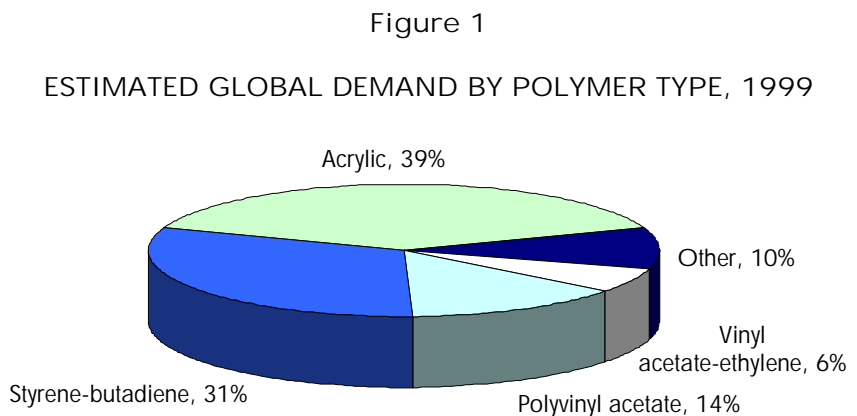
- To access accurate global marketing data, economically

The data will be developed by an experienced Kline team in

the latex polymers business, including individuals with backgrounds in marketing, engineering, and business development. Kline's rigorous methodology is based on detailed primary research so as to ensure that data is accurate and reliable. Because we are making this service available to a select number of clients, the cost to each subscriber is only a fraction of the cost of a comparable single-client study.

- To be involved in the planning and design of the study

Each of the subscribers to this new study will be invited to participate in the planning and development of the regional analyses as they are launched each year. This ensures that your specific needs and expectations are addressed, within the scope of the work effort.



Now Available

VOLUME I:
South America

The South American report focuses on the countries of Argentina, Brazil, and Venezuela. It consists of three individual country chapters plus a Regional Executive Summary and is approximately 200 pages in length. Latex polymer demand in 1998 for each country is analyzed based on product and end-use market characteristics, as shown below. Key economic trends and technical factors are monitored to provide a five-year forecast. Publication was completed in 1999.

- Economic factors -

- Economic conditions
- Local currency

- Product analysis -

For each major emulsion type, the following characteristics are analyzed by country:

- Polymer description
- Current (1998) demand by end use
- Captive consumption
- Major consumers
- Appraisal and forecast (2003) demand

- Market analysis -

For each major end-use market, the following characteristics are analyzed by country:

- Market description
- Grades and prices
- Current (1998) demand by product type
- Captive consumption
- Major consumers
- Sources of supply
- Appraisal and forecast (2003) demand

- Supplier profiles -

This section provides a profile of each major latex producer, including the following:

- Company overview
- Current (1998) latex sales by product and end use
- Major grades
- Market position
- Capacities
- Raw materials
- Sales and marketing
- Technical capabilities
- Outlook

An outline of Volume I is presented in Table 2.

Table 2

SYNTHETIC LATEX POLYMERS 1999
VOLUME I: South America

Table of Contents

1. GLOBAL EXECUTIVE SUMMARY-a
2. REGIONAL EXECUTIVE SUMMARY
3. INTRODUCTION
4. COUNTRY CHAPTER - ARGENTINA
5. COUNTRY CHAPTER - BRAZIL
6. COUNTRY CHAPTER - VENEZUELA

APPENDIX I: List of Organizations and Personnel Interviewed

a- Global Executive Summary is only available to subscribers of all four volumes.

To be published in
late 2000

VOLUME II: Asia-Pacific

The Asia-Pacific report will consist of three individual country chapters plus a Regional Executive Summary. Like Volume I, it is anticipated to be approximately 200 pages in length and will be published in late 2000. The Asia-Pacific report will focus on the regions of China, Japan, and Korea. For each region, latex polymer demand in 1999 will be analyzed based on product and end-use market characteristics, as shown below. Key economic trends and technical factors will be monitored to provide a five-year forecast.

- Economic factors -

- Economic conditions
- Local currency

- Product analysis -

For each major emulsion type, the following characteristics will be analyzed by country:

- Polymer description
- Current (1999) demand by end use
- Captive consumption

- Major consumers
- Appraisal and forecast (2004) demand

- Market analysis -

For each major end-use market, the following characteristics will be analyzed by country:

- Market description
- Grades and prices by end use
- Current (1999) demand by product type
- Captive consumption
- Major consumers
- Sources of supply
- Appraisal and forecast (2004) demand

- Supplier profiles -

This section will provide a profile of each major latex producer, including the following:

- Company overview
- Current (1999) latex sales by product and end use
- Major grades
- Market position
- Capacities
- Raw materials
- Sales and marketing

- Technical capabilities
- Outlook

In addition, Southeast Asia (specifically Indonesia, Malaysia, the Philippines, and Thailand) and Taiwan will be covered in the Regional Executive Summary of this volume. The effort for Southeast Asia will build from the Kline Group's recently completed study entitled ***SYNTHETIC LATEX POLYMERS 1998 – ASIA-PACIFIC – VOLUME TWO – SOUTHEAST ASIA***. Abbreviated data for Taiwan will also be presented in the Regional Executive Summary. A tentative outline of Volume II is presented in Table 3.

Table 3

SYNTHETIC LATEX POLYMERS 2000
VOLUME II: Asia-Pacific

Tentative Table of Contents

1. GLOBAL EXECUTIVE SUMMARY-a
2. REGIONAL EXECUTIVE SUMMARY-b
3. INTRODUCTION
4. COUNTRY CHAPTER - CHINA
5. COUNTRY CHAPTER – JAPAN
6. COUNTRY CHAPTER - KOREA

APPENDIX I: List of Organizations and Personnel Interviewed

a- Global Executive Summary is only available to subscribers of all four volumes.

b- Includes data for Southeast Asia and Taiwan.

To be published in
late 2001

VOLUME III: North America

The North America report will concentrate on the countries of Canada, Mexico, and the United States. This 300- to 400-page report will be published in late 2001 and will utilize the popular format of the previous 1979, 1984, 1988, 1993, and 1997 studies by Kline & Company for easy reference between volumes. Latex polymer demand in 2000 will be analyzed based on product and end-use market characteristics, as shown below. Key economic trends and technical factors will be monitored to provide a five-year forecast.

- Economic factors -

- Economic conditions
- Local currency

- Product analysis -

For each major emulsion type, the following characteristics will be analyzed:

- Polymer description
- Grades and prices
- Properties
- Leading applications

- Levels of use
- Competing materials
- Current (2000) demand by end use
- Captive consumption
- Major consumers
- Sources of supply
- Appraisal and forecast (2005) demand

- Market analysis -

For each major end-use market, the following characteristics will be analyzed:

- Market description
- Polymer types
- Grades and prices by end use
- Function
- Levels of use
- Current (2000) demand by product type
- Captive consumption
- Major consumers
- Sources of supply
- Channels of distribution
- Appraisal and forecast (2005) demand

- Supplier profiles -

This section will provide a profile of each major latex producer, including the following:

- Company overview
- Current (2000) latex sales by product and end use
- Major grades
- Market position
- Capacities and facilities
- Raw materials
- Sales and marketing
- Technical capabilities

A tentative outline for Volume III is presented in Table 4.

Table 4

SYNTHETIC LATEX POLYMERS 2001
VOLUME III: North America

Tentative Table of Contents

1. GLOBAL EXECUTIVE SUMMARY-a
2. REGIONAL EXECUTIVE SUMMARY
3. INTRODUCTION
4. REGIONAL OVERVIEW - CANADA
5. REGIONAL OVERVIEW - MEXICO
6. PRODUCT OVERVIEW - UNITED STATES
- 7.-13. PRODUCT CHAPTERS-b
14. END-USE OVERVIEW - UNITED STATES
- 15.-25. END-USE CHAPTERS-b
26. SUPPLIER OVERVIEW - UNITED STATES
27. Major Suppliers
28. Minor Suppliers
29. APPRAISAL AND OUTLOOK - UNITED STATES

APPENDIX I: List of Organizations and Personnel Interviewed

a- Global Executive Summary is only available to subscribers of all four volumes.

b- Refer to Table 1 in Scope section of this brochure.

To be published in
late 2002

VOLUME IV: Western Europe

This 300- to 400-page report will assess the demand for latex polymers in the European Union. It will be published in late 2002 and will also utilize the popular format of the prior studies published in 1988, 1993, and 1997 by Kline & Company for easy reference between volumes. Latex polymer demand in 2001 will be analyzed based on product and end-use market characteristics, as shown below. Key economic trends and technical factors will be monitored to provide a five-year forecast.

- Economic factors -

- Economic conditions
- Local currency

- Product analysis -

For each major emulsion type, the following characteristics will be analyzed:

- Polymer description
- Grades and prices
- Properties
- Leading applications
- Levels of use

- Competing materials
- Current (2001) demand by end use
- Captive consumption
- Major consumers
- Sources of supply
- Appraisal and forecast (2006) demand

- Market analysis -

For each major end-use market, the following characteristics will be analyzed:

- Market description
- Polymer types
- Grades and prices by end use
- Function
- Levels of use
- Current (2001) demand by product type
- Captive consumption
- Major consumers
- Sources of supply
- Channels of distribution
- Appraisal and forecast (2006) demand

- Supplier profiles -

This section will provide a profile of each major latex producer, including the following:

- Company overview
- Current (2001) latex sales by product and end use
- Major grades
- Market position
- Capacities and facilities
- Raw materials
- Sales and marketing
- Technical capabilities
- Outlook

A tentative outline for Volume IV is given in Table 5.

Table 5

SYNTHETIC LATEX POLYMERS 2002
VOLUME IV: Western Europe

Tentative Table of Contents

1. GLOBAL EXECUTIVE SUMMARY-a
2. REGIONAL EXECUTIVE SUMMARY
3. INTRODUCTION
4. PRODUCT OVERVIEW
- 5.-11. PRODUCT CHAPTERS-b
12. END-USE OVERVIEW
- 13.-23. END-USE CHAPTERS-b
24. SUPPLIER OVERVIEW
25. Major Suppliers
26. Minor Suppliers
27. APPRAISAL AND OUTLOOK

APPENDIX I: List of Organizations and Personnel Interviewed

a- Global Executive Summary is only available to subscribers of all four volumes.

b- Refer to Table 1 in Scope section of this brochure.

SUBSCRIBER PRIVILEGES

In addition to the benefits discussed above, subscription will include three copies of each volume and consultation privileges—within the scope of the study—through the regional offices of the Kline Group. The consultation can be used to discuss the report in detail. Subscribers also have access to selected nonconfidential data used in the preparation of the reports.

OUR CREDENTIALS

➤ An international firm

Established in 1959, the Kline Group is an international consulting firm offering a comprehensive range of services in the chemical and allied industries. Our headquarters are located in Little Falls, NJ, and we currently have representative offices in:

- Brussels, Belgium
- Buenos Aires, Argentina
- Melbourne, Australia
- Monterrey, Mexico
- Sao Paulo, Brazil
- Shanghai, PRC
- Singapore
- Tokyo, Japan

We have a reputation for delivering high-quality studies and assessments. We complete approximately 200 proprietary assignments and 15 to 20 multiclient reports each year.

➤ Our human resources – our best asset
Kline's resources include experts in all areas of the polymers industry. These industry specialists have a thorough understanding of the markets, participants, and technologies within the businesses that we evaluate. The resources at the Kline Group enable us to tailor a special project team for each region of the world that will provide the right blend of experience in marketing, technology, manufacturing, economics, competitive intelligence, and strategic planning.

Our project teams are experienced at researching and analyzing information available from a variety of industry sources. These teams are further supported by the entire Kline organization, providing a wealth of experience and knowledge within our firm. This high level of support and expertise allows us to maintain a high standard of execution and consistently deliver quality work products.

➤ Our existing global database

The Kline Group is the acknowledged leader in worldwide consulting to the latex polymers industry. We offer a long history in this market, dating to the late 1970s when ***SYNTHETIC LATEX POLYMERS 1979 – USA*** was first published. The report was expanded to include all of North America in updated versions in 1984, 1988, 1993, and 1997.

In addition, Kline subsequently launched efforts in Western Europe in 1988. A second edition was published in 1993, and the latest European study was completed in 1997. Kline's first effort in the Asia-Pacific region culminated in the 1996 publication of ***SYNTHETIC LATEX POLYMERS 1996 – CHINA***. This edition has now been supplemented by a volume dedicated to Southeast Asia in 1998.

SUBSCRIPTION TERMS AND OPTIONS

➤ Confidentiality

To ensure that each subscriber obtains the maximum benefit from this new assessment, the Kline Group agrees to:

- **Keep the identity of each subscriber confidential**
- **Keep the information developed confidential and limited to subscribing companies for a period of three years from report publication**

➤ **Schedule of completion**

As shown in Figure 2, this new service will comprise annual publication for each volume during the latter portion of each year. For Volumes I and II, individual country chapters will be published throughout the publication year with the Global Executive Summary to be published by the end of the year. For Volumes III and IV, report publication in its entirety will be completed by the end of the year.

➤ **Subscription options**

In recognition of the varied interests of potential subscribers to this four-year study, we have developed various subscription plans that are intended to enable companies of all sizes to take advantage of the study and to best serve their long-term business planning needs.

Each option discussed below includes three copies of the report(s) each year and one day of post-survey consultation time each year.

➤ **Full subscription and benefits**

As a full subscriber to all four volumes, your company will benefit from participating in the regional planning and development process for each volume. You will also receive the Global Executive Summary each year. This yearly update will provide you with the most current global market information, a discussion of the year's past trends, and an analysis of the structural changes that have occurred in the industry.

As an added benefit, your company will be offered each volume at a discounted rate of 15%.

➤ **Partial subscription**

As a partial subscriber, your company will receive one or more of the report volumes.

Partial subscribers, however, will not be entitled to receive the Global Executive Summary each year.

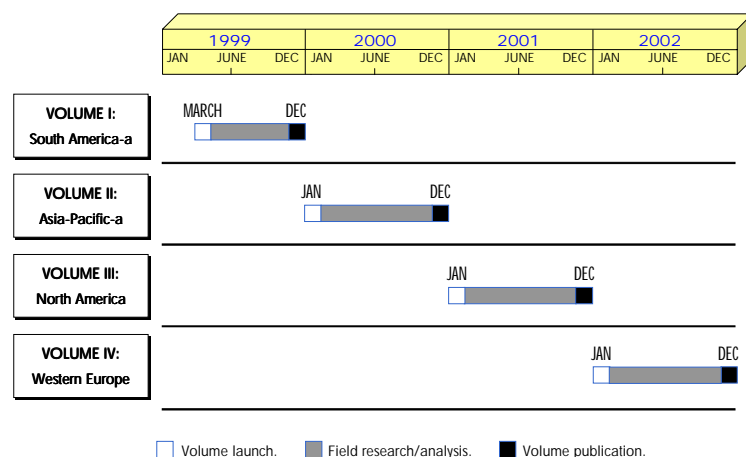
Partial subscribers that purchase any three volumes will receive a 10% discount, while those who purchase two volumes will receive a 5% discount.

➤ **How to subscribe**

To subscribe, simply sign the enclosed appropriate subscription agreement (for a partial or full subscription) and forward it to any of our offices. Upon receipt of the subscription agreement, we will countersign and return a copy and invoice to you.

For further information on the scope of the program, please contact any of our worldwide locations as listed on the back cover of this brochure.

Figure 2
PROPOSED PROGRAM TIMELINE





THE KLINE GROUP

USA

KLINE & COMPANY, INC.
OVERLOOK AT GREAT NOTCH
150 CLOVE ROAD
PO BOX 410
LITTLE FALLS, NJ 07424-0410
TEL: (973) 435-6262
FAX: (973) 435-6291
E-mail: consult@klinegroup.com

EUROPE

KLINE EUROPE, S.A.
1 AVENUE GRIBAUMONT
B-1150 BRUSSELS
BELGIUM
TEL: (32-2) 770-4740
FAX: (32-2) 770-9440
E-mail: consult@kline-europe.com

