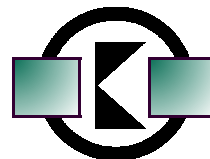


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SYNTHETIC LATEX POLYMERS

Volume III: North America 2001

PLASTICS/POLYMERS



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Kline & Company is pleased to announce the publication of the latest volume in its **SYNTHETIC LATEX POLYMERS** global series. **SYNTHETIC LATEX POLYMERS – Volume III: North America 2001** provides an authoritative and comprehensive analysis of this complex market, valued in excess of \$5 billion. The report consists of more than 400 pages of critical market information, including:

- Detailed analysis of latex polymer consumption, applications, and competitive landscape in the United States
- Qualitative summaries of the market for latex polymers in Canada and Mexico
- For each application covered, a detailed assessment of technical properties required and status of interpolymer competition
- Detailed insights into supplier participation and competitive positioning
- Industry trends and dynamics, including an assessment of the business implications of these issues
- Outlook through 2005 and supporting rationale
- Discussion of U.S. business opportunities

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For each end-use market, the following information is provided:

- Overview of industry
- Products
- Grades and prices
- Function
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SYNTHETIC LATEX POLYMERS

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INDUSTRY OVERVIEW

Consumption of latex polymers in North America is estimated at 6.2 billion dry lb, valued at U.S. \$5 billion. As shown in Figure 1, the United States represents around 90% of the market demand based on volume for latex polymers, followed by Mexico and Canada.

Overall, styrene-butadiene (SBR), including acrylonitrile and pyridine copolymers, is the leading category of latex polymers consumed in North America, accounting for around 25% of the total market. The demand for SBR is driven by the large U.S. market, particularly in the dominant paper and carpet sectors. Acrylics rank second with a 20% share of the market, followed by vinyl-acrylics, which hold a 15% share of the market.

The current edition of this report—the third in Kline's ongoing global series on synthetic latex polymers and the latest since Kline began exploring this market in 1979—provides detail on the Canadian and Mexican markets as well as on the U.S. market. Since the North American Free Trade Agreement (NAFTA) went into effect in 1993, there has been an increasing movement of latex across borders.

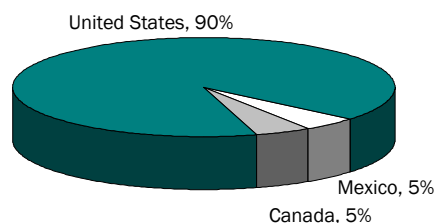
As a general rule, specialty latex grades tend to be produced in the United States and exported to Canada or Mexico, while commodity grades tend to be produced domestically in all regions and transported across borders in either direction to consumers that are located close to the borders. Overall, more production occurs in the United States relative to gross domestic production than in the neighboring countries because of the preponderance of specialty-grade latex production in the United States.

Paints and coatings is the leading end-use market for latex polymers in North America, accounting for around 25% of the total. Other important markets include paper and adhesives, both of which consume more than 1 billion dry lb. Paints and coatings, paper, adhesives, and carpet together account for around 75% of North American latex polymer consumption.

There is some variation in the relative importance of the leading end-use markets among the three North American countries. The U.S. marketplace is more heavily focused on the paints, paper, adhesives, and carpet markets, while Mexico is dominated by paints, paper, and nonwovens.

Figure 1

NORTH AMERICAN CONSUMPTION OF LATEX POLYMERS BY COUNTRY, 2000



Total: 6.2 Billion dry lb

Other market segments represent only minor demand. Paper, paints, and adhesives are the most important market segments in Canada. The carpet market, which is an important latex polymer consumer in the United States, is almost nonexistent in both Canada and Mexico.

There are a number of major trends affecting the latex industry, which are summarized in Figure 2.

Latex polymer suppliers to the North American market are currently facing a number of strategically challenging questions, including:

- How can we compete successfully and profitably in this business?
- How will customer expectations and purchasing criteria and practices change over the next five years and how can we extract more value from our latex products?
- How can we target our customers more effectively? What information and services should we provide?

- What are the new growth opportunities for these products and technologies in the United States, Canada, and Mexico?
- What can we learn from our competitors?

THE REPORT

A key component/requirement of successful and actionable strategic business plans is a real-world understanding of the North American market for latex polymers and a detailed assessment of the current and potential customer base, supply chain dynamics, and the current and potential competitive arena.

Kline's authoritative analysis, **SYNTHETIC LATEX POLYMERS – Volume III: North America 2001**, provides subscribers with the necessary customer, competitive, and business intelligence to develop effective strategic business plans and serves as a critical reference source to answer the industry's most challenging questions.

This foundation of information and insight will help facilitate the efficient allocation of financial, marketing, and manufacturing resources necessary for future business development.

RESEARCH METHODOLOGY

This report is based on more than 200 interviews with employees and representatives at about as many organizations throughout the United States, Canada, and Mexico. Contacts include end-use consumers, suppliers, compounders, distributors, trade associations, trade journal representatives, and government agencies.

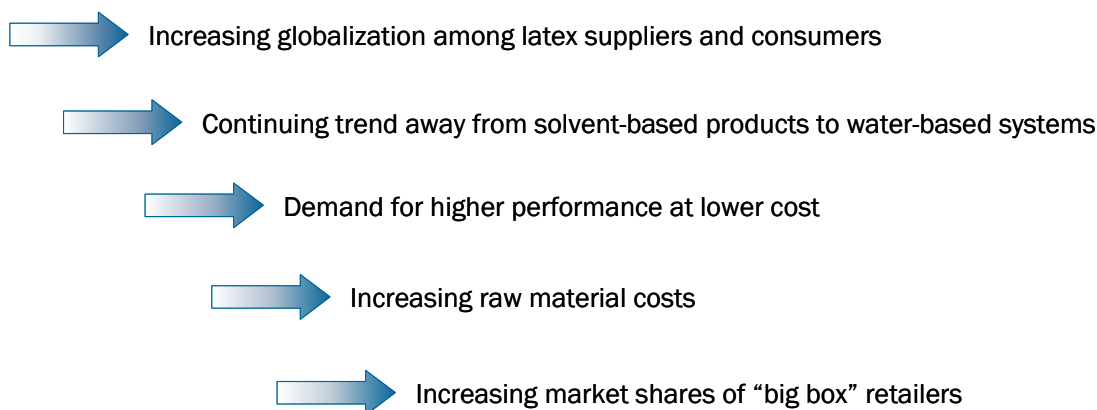
KLING'S CREDENTIALS

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.

Figure 2

KEY DRIVERS AFFECTING NORTH AMERICAN LATEX POLYMER CONSUMPTION



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We have a reputation for delivering high-quality studies and assessments, and we complete approximately 200 proprietary assignments and 15 to 20 multiclient reports each year for industry-leading clients in various sectors of the chemicals field.

Our human resources

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 global database

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

In addition, Kline launched a study focusing on the synthetic latex polymers industry 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 publication of **SYNTHETIC LATEX POLYMERS CHINA 1996**. This edition has now been supplemented by volumes dedicated to Southeast Asia in 1998 and the Asia-Pacific region in 2000.

The first volume in Kline's current global series on synthetic latex polymers addressed the South American market and was published in 1999. This was followed by Volume II: Asia-Pacific 2000 and Volume III: North America 2001. The final report in this series, Volume IV: Western Europe 2002, is scheduled to be published in December 2002.

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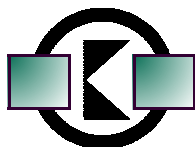
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Cement additives	3,500	<input type="checkbox"/>
Graphic arts	3,500	<input type="checkbox"/>
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