

It's a 'Wrap' - of Olympic proportions

LONDON, UK / JOHANNESBURG, SA: The [London Organising Committee of the Olympic Games and Paralympic Games \(LOCOG\)](#) has confirmed that Worldwide Olympic Partner [The Dow Chemical Company](#) will produce a sustainable, fabric wrap that will encircle London's iconic Olympic Stadium during the Olympic and Paralympic Games, home to several athletic events, and the opening and closing ceremonies.



The wrap will comprise 336 individual panels - each approximately 25m high and 2.5m wide - and will help the stadium become the visual centrepiece of the London 2012 Games. Installation will be completed by spring 2012.

In keeping with LOCOG's goal to stage a [sustainable Olympic Games](#), Dow will repurpose the wrap following the 2012 Olympic competitions. The wrap will include resins made by Dow's Performance Plastics Division and will require fewer raw materials to manufacture. It will be up to 35% lighter and have a lower carbon footprint when compared to conventional materials[1]. Other sustainable elements of the wrap include UV-curable inks replacing conventional inks to reduce emissions during the printing process and eliminate volatile organic compounds (VOC). The wrap will include post-industrial recycled content and the hardware used to hang the wrap will be recycled in Europe following the Games.

Looking for new uses

George Hamilton, vice president of Dow Olympic Operations, said the company is committed to finding a sustainable post-games use for the wrap and is investigating several options.

Hamilton said: "Our goal is to provide solutions that help make the Olympic Games more sustainable, safer and that will help improve performance. We're providing this wrap as a sustainable solution for the Games and we look forward to celebrating its completion with Olympic fans around the world. We're proud that the wrap will have a lasting and sustainable legacy, and one that will improve quality of life long after the closing ceremonies."

Dow UK managing director Keith Wiggins said: "Dow has a strong commitment to sustainability, as documented in our 2015 sustainability goals. This commitment and our focus on innovation and scientific excellence are behind every stitch of

the wrap. We're proud that the wrap will be in compliance with the LOCOG Sustainability Source Code. We recognise the global importance of the Olympic and Paralympic Games and of the work we do in addressing global challenges through chemistry."

Coe comments

LOCOG chair Sebastian Coe welcomed the announcement: "The stadium will look spectacular at Games time and having the wrap is the icing on the cake. I'm delighted that Dow as one of the newer worldwide partners of the Olympic movement will be providing it and importantly doing it in a sustainable way. It reflects our vision and is a real statement of intent from Dow about their commitment to the Games."

[International Olympic Committee](#) president Jacques Rogge said: "Dow became a Worldwide TOP Partner in 2010 and has already embraced the true spirit of the Olympic Movement. We're proud to work together with Dow to advance our sustainability efforts as we approach the London 2012 Olympic Games."

Minister for Sport and The Olympics Hugh Robertson said: "At the Comprehensive Spending Review last autumn, the government could see the benefit of the wrap but did not feel the taxpayer should pay for it as we looked to make savings across the project. But I am delighted that a private sector company has taken up the opportunity which will become a major feature of the Olympic stadium."

Boris upbeat

The Mayor of London Boris Johnson said: "This will provide the final grand touch to the magnificent stadium, which has already become an icon of the 2012 Games, transforming the east London landscape forever."

In July 2010, Dow announced its official Worldwide Olympic Partnership as part of The Olympic Partners Program (TOP). As the official "Chemistry Company" of the Olympic Movement, Dow is partnered with the International Olympic Committee (IOC) and National Olympic Committees around the world through 2020.

[1]Sustainability statistics provided by Cooley Group, a company working with Dow Chemical, Rainier Industries and Shade Worldwide to develop the wrap.

About Dow

Dow combines the power of science and technology with the "[Human Element](#)" to innovate passionately what is essential to human progress. The Company connects chemistry and innovation with the [principles of sustainability](#) to help address many of the world's most challenging problems. Dow's diversified 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 160 countries and in high growth sectors such as. In 2010, Dow had annual sales of US\$53.7 billion and employed approximately 50 000 people worldwide. The company's more than 5 000 products are manufactured at 188 sites in 35 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.