SIPA Annual Conference

Austin, TX 2/21/2017

Justin DeMarco
A broad portfolio of products & technologies for key industries

Polyurethanes
- Cellasto®
- Elastocoat®
- Elastoflex®
- Elastofoam®
- Elastollan®
- Elastolit®
- Elastopan®
- Elastopor®
- Elastospray®
- Elasturan®
- Infinergy®

Engineering Plastics
- Ultramid®
- Ultradur®
- Ultraform®
- Ultracom®

Styrenic Foams
- Neopor®
- Styropor®
- Styrodur®

Specialty Plastics
- ecovio®
- ecoflex®
- Basotect®
- Ultrason®
- Baxxodur®
- Kerdyn®
- Palusol®
- Neopolen®
The Team

Luis Espada – Business Manager

Eric Weisenbach – Technical Specialist & Codes

Justin DeMarco – Business Development

Richard Milack – Account Manager
So what is Neopor and how does it work?
Foam chemistry basics

It’s the Graphite

IR-Absorbers/Reflectors prevent the heat dissipation caused by radiation

$$R\text{-value} = \text{GPS}_{\text{Matrix}} + \text{Cell gas} + \text{Radiation}$$
Graphite - How it Improves GPS

- Graphite is the most stable form of carbon – safe and chemically inert

- Thermal Performance
  - Reflects radiant heat energy
  - Reduces thermal conductivity
  - Increases R-value as much as 25%
Influence of foam density

High density
⇒ thick membranes
(≥ 1.6 lbs/ft³)

Low density
⇒ thin membranes
(< 0.95 lbs/ft³)
Reduction of Heat Conduction by IR-Radiation

Target:
Reduction of the Radiation in case of low foam densities.

Solution:
Incorporation of small quantities of highly effective Infrared-Absorbers/Reflectors into the Polymer.
Reduction of Heat Conduction by IR-Radiation

Low density
⇒ thin membranes
(< 0.95 lbs/ft³)

Incorporation of IR-Absorber
(< 0.95 lbs/ft³)
Styrenic foams are part of the Verbund of BASF in Ludwigshafen.

Aromatics plants

Naphtha

Ethylene (C2)

Benzene (C6)

C3

C4

C5

Benzene purchase

EB/SM plants

Styrene

SM sales

PMF plants

Styropor®

Neopor® F 2000

Neopor® F 5000

Styrodur®
Thank you!

To learn more about Neopor® please feel free to contact me or visit www.Neopor-Insulation.com

Justin DeMarco
Mobile: 248-595-9920
Justin.DeMarco@BASF.com