



# ICIS Interactive 2019

**8-10 April 2019**

**ASC CONFERENCE AND EXPO,  
PHILADELPHIA, PENNSYLVANIA**

**INDUSTRY REFLECTS  
CAUTIOUS OPTIMISM**



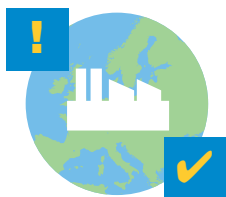
# Petrochemicals Analytics Solutions

Our new and enhanced petrochemical analytics and insight puts you in a stronger position so you can optimise your trades, plans and strategies in order to secure a competitive advantage.



## Live Supply Disruption Tracker

Plant outages and maintenance for the next 12 months, plus the impact of capacity changes



- ✓ **Pre-empt competition** and capitalise on trades impacted by outages
- ✓ Be aware of market shortages, with a **real-time** view to **manage risk** and ensure security of stock
- ✓ **Negotiate better prices** with other market players

## Price Drivers Analytics

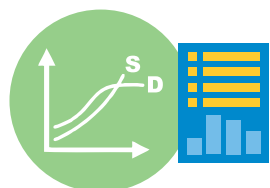
Cross-commodity and cross-regional analysis of import/export parity, substitution trends and feedstock/downstream spreads



- ✓ **Gain new context** and **negotiating tools** in addition to ICIS price assessments
- ✓ **Pre-empt competition** and **spot opportunities** with visual charts and impact commentaries
- ✓ **Reduce the time** spent making manual calculations and spend more time on strategy and acting on market opportunities

## Supply & Demand Outlooks

Quarterly global supply and demand review and outlook for key value chains and regions



- ✓ **Support your short-term strategy** with upstream and downstream market sentiment and expectations for the current quarter, at a regional level
- ✓ **Expand opportunities** in international trade
- ✓ **Understand at-a-glance** the regional supply and demand outlook across **six key commodity chains**

### 360° view of the market

- See the global market from all angles
- Achieve better price flexibility
- Enrich strategy plans with validated quality datasets

### Real-time information

- Powered by 5,000 sites with over 30,000 production plants from the ICIS Supply and Demand Database and 24/7 global market coverage by ICIS editors
- Information updated in real time, in line with ICIS production news

### Complex analytics made simple

- Real-time visualisation with impact analysis
- Interactive, customisable view with advanced filtering
- Supplement in-house analytics

ICIS is the **only** information provider to offer this unique combination of analytics tools, as one subscription, alongside pricing data and analysis.

Speak to the team to request a demo and find out more 

## INTRODUCTION



## NEWS

Optimism is still high

Henkel wins Innovation Award

A duty to the client

Preparing for WAC2020

The war for workers

Retail Task Force delivers

Blockchain efficiency

Innovation runners up

Video and editor, John Baker; video editing and production, Andrew Costerton;  
photography Mike Socha, KDG Advertising & Marketing



# OPTIMISM STILL HIGH...

... but slowing economies, trade issues and raw materials supply continue to temper the outlook

ASC member companies are “cautiously optimistic” about the future, according to the association’s president, Bill Allmond. “We say that ‘when the US economy is doing well, adhesives and sealants are doing well,’ as our products are ubiquitous and we support virtually every type of manufacturing process.”

However, he added, companies do have some headwinds that they see, with different parts of the world having an economic slowdown, some trade issues and [problems with] availability of raw materials. “But our industry

remains strong and our members are very optimistic about the future.”

One of the big issues ASC is engaged in currently is working with the US Environmental Protection Agency on further implementation of the Toxic Substances Control Act. “We are watching closely what type of chemicals are being prioritised for potential regulatory action, and if any of them have adhesive and sealant applications we want to make sure that we weigh in and educate the agency about potential impacts on our industry’s products.”



# A DUTY TO THE CLIENT

As fiduciary duty is applied to architects, there will be greater demand for objective materials information

Adoption of fiduciary duty in the construction industry will ensure architects and engineers have to put their clients' interests first. This will have big implications on the choice and specification of materials used and drive greater transparency of information, believes Ujjval Vyas, a principal at Alberti Group.

Vyas noted that "the reason for having a fiduciary duty in these circumstances is to maintain the decision-making autonomy of the client, [so] you can never compromise that."

This will benefit those in the adhesive and sealant industry as it will remove the mass confusion on what is to pass for the right type of green or sustainable material and how this is weighed up against the functionality of the product.

"Engineers and architects can no longer advocate for particular green solutions. What they have to do is provide objective information to their clients of the risks and benefits and other types of costs involved with choice-making. So the market becomes more transparent between suppliers and specifiers."



# WAR FOR WORKERS

Changing workplace demographics mean that companies need to compete fiercely for recruits

Two big changes underway in the US workforce are going to have a big impact for decades, according to Matt Thornhill, co-founder and managing partner at SIR's Institute for Tomorrow.

First, the number of 25-54 year-olds in work has been flat for the last 10 years and is projected to be flat for 10 more. "So, if you are going to succeed in growing your company and you need more employees, the only place you are going to find them is to steal them from someplace else."

Second, the 55-year-old and over

segment of the workforce is going to grow by some 10m over the next 10 years, as the Baby Boomers mature.

"I can guarantee that there is not a company in this sector that has a strategy for 55-year-old and older workers," he added.

"It is mission critical now for companies to realise that people are the next big thing and the most important asset they need to manage." Companies need to make themselves more appealing and attractive to employees. "There is a war for workers these days," he warned.

# ASC EXECUTIVE LEADERSHIP CONFERENCE 2019

## FOCUS ON THE FUTURE



October 21-23, 2019 | Sonesta Resort Hotel | Hilton Head, South Carolina

## REGISTRATION NOW OPEN!

The Executive Leadership Conference is a MUST ATTEND event that will bring together thought provoking speakers that will share their views on the future, allow time for one on one dialogue, networking, learn new approaches to management issues and CONNECT with industry peers.

### PROGRAM SCHEDULE TO INCLUDE:

- Meet and Greet Networking Dinner on Monday Night
- Keynote Presentations from Leading 'Thought Leaders' in the Adhesive & Sealant Industry and Business
- Reception & Dinner Tuesday Night
- Networking Breakfast & Lunch Events
- Special Group Activities to Build Camaraderie with Leaders in the Industry and Your Leadership Team
- Closing Chairman's Dinner & Reception on Wednesday

**Visit [www.ascouncil.org](http://www.ascouncil.org) under the Events tab**

or contact Malinda Armstrong: (301) 986-9700 x1106, [malinda.armstrong@ascouncil.org](mailto:malinda.armstrong@ascouncil.org) for more details.

### CONFERENCE FEES

Member.....	\$1,125
Non-Member.....	\$1,550
Spouse/Guest .....	\$250
Press .....	\$450
Child (age 10-21) .....	\$250

### BECOME A SPONSOR!

Exclusive opportunities available. Visit the website for information or contact Malinda Armstrong.

### ACCOMMODATIONS

Sonesta Resort Hotel  
130 Shipyard Drive  
Hilton Head Island, SC 29928  
Phone: (800) 766-3782  
Room rate: \$149

## ICIS Price Forecast Reports

### Supply, demand and price trends at a glance



ICIS price forecast reports provide a clear view of prices and supply and demand trends for the next 12 months. Packed with vital information, the report includes everything you need to assess where the market is heading and the impact or opportunity that presents for your business.

### How price forecast reports can help you

#### ■ Understand the market

Use ICIS price forecast reports to understand where the market is heading and identify the risks and the opportunities for your business. What are the major demand developments for your product?

#### ■ Safeguard commercial decisions

Use market information to make better-informed business decisions relating to supply and demand. Learn about changes in market capacities. What factors will affect supply for you?

#### ■ Budgeting and planning

Whether you are planning how much you will be spending in the short term or medium term, use the price forecast reports to help assess future prices for your product. How will the price of your product fluctuate over the next 12 months?

	Asia	Europe	US	Global
Polypropylene	✓	✓	✓	
Polyethylene	✓	✓	✓	
Benzene				✓
Styrenics		✓		
Methanol				✓

To find out more visit: [www.icis.com/priceforecasts](http://www.icis.com/priceforecasts) →



# BLOCKCHAIN EFFICIENCY

The chemical supply chain stands to benefit greatly through the adoption of blockchain technology

Blockchain technology has great potential to improve supply chain efficiency in the chemical industry, says Jack Shaw, co-founder and executive director of the American Blockchain Council.

“Using advanced cryptographic and synchronisation technology [blockchains] ensures information is accurate and commonly shared – that has very positive implications for organisations in a given business ecosystem.”

Key benefits, said Shaw, include much better transparency and visibility

of product as it moves through the supply chain, “verifying and validating sources of product, both upstream and downstream.” That, he explained, takes costs and delays out of the supply chain for participants, bringing “great value for those participants and ultimately for the end markets they serve.”

Blockchain ties into other new technologies like the Internet of Things, artificial intelligence and 3D printing, so companies looking at digital transformation need to look at a combination of all these to see how they can be used.



# WINNING INNOVATION

Henkel took the top slot at this year's ASC Innovation Awards with a versatile structural hybrid adhesive

Henkel won this year's ASC Innovation Awards for its development of Loctite Universal Structural Bonders. Launched in mid-2017, these use hybrid technology to create an interpenetrating network of cyanoacrylate with either epoxy or methacrylate polymers.

"This is a completely novel piece of chemistry," explained Barry Burns, technical director for cyanoacrylate technology at Henkel. "The benefit for the customer is a very versatile product that is very safe to handle."

The new products offer several

benefits: good adhesion across a wide range of substrates, including plastics and composites; rapid fixture and speed of cure at room temperature; and classification as non-hazardous, making storage and use straightforward.

Deborah Moore, product development lead, added that the hybrid technology is a core focus for Henkel, with "massive potential for customers"; while Amanda Scott, global innovation project manager, added that the product was designed to meet today's customers' needs for a very versatile product.



# LOOKING AHEAD TO 2020

## Raw material volatility and China tariffs are still issues to be watched; ASC prepares for WAC2020

The US adhesives and sealants industry has had to deal with a number of issues recently, including some volatility last year in a lot of its feedstock raw materials and uncertainty in the China tariffs situation, said Brian McSwigan, ASC chair. “We are still dealing with some of the ups and downs [in materials], though things are stabilising a little bit more now,” he added.

“We hear from our members that things are going well but those issues are still overhanging us and we will have to deal with those as we go

through the year.”

ASC is now busy organising the World Adhesive & Sealant Conference (WAC2020), which takes place in Chicago on 20-22 April next year.

McSwigan noted that ASC started the planning for this over a year ago with its European and Asian partner associations. “The goal here is to make this a very special event... and put on the best event we can.”

Attendees from around the world will come to Chicago to discuss topics relevant to the industry, he added.



# TASK FORCE DELIVERS

## ASC's Retail Task Force has produced chemical management information for retail store buyers

ASC's Retail Task Force, set up in early 2018, has now launched a dedicated web site and printed brochure designed to inform retail buyers and policy writers and DIY customers about the benefits of the industry's products and discuss their chemical management.

"We wanted to make sure that the specifiers within the retail marketplace understood the whole story about the hazards and risks of the products we manufacture," explained Sika's Steven Rosenberg,

ASC board member and Retail Task Force leader.

The task force involved around 25 companies in ASC with activity in the retail sector.

The aim, he added, was to "educate retail buyers and bring them some information, some balance and science so they understand the issues [around hazard, exposure and risk], which are complex and not so easy to simplify."

The DIY landing page on the ASC site can be accessed at [www.adhesives.org/markets/consumer-do-it-yourself](http://www.adhesives.org/markets/consumer-do-it-yourself)



## ◀ Bonding for a better trainer

Dow Chemical was the first runner up in the ASC Innovation Awards, for its UV-curable primer that enables *INFUSE* olefin block copolymer midsole foams to be bonded with PU in high performance trainers

## ▶ Resealable advance

Sartomer was the second runner up in the ASC Innovation Awards, with its development of an electron-beam-curable resealable adhesive that sticks only to itself



## ◀ Strong entry for Awards

A strong list of entries for this year's ASC Innovation Awards was received from across the industry, with these trophies and public acclaim on offer for the winners and runners up





## ◀ Convention numbers up

Record numbers of delegates signed in for this year's ASC Annual Spring Conference and EXPO, held at the Marriott Downtown in Philadelphia, to catch up on all the latest industry developments

## ▶ Chicago to host WAC

ASC was busy in Philadelphia promoting the four-yearly World Adhesive & Sealant Conference, which takes place in Chicago next year on 20-22 April



## ◀ Continued EXPO growth

A record number of 114 companies exhibited at the ASC EXPO this year, giving delegates in Philadelphia the chance to see the latest products, equipments and services on offer



The keynote sessions at the ASC Spring Conference attracted attentive audiences, with the event enjoying record numbers of delegates



Tuesday's keynote speaker, Matt Thornhill of the Institute for Tomorrow, in full flow on the topic of changing workplace demographics



Wednesday's keynote speaker, Jack Shaw of the American Blockchain Council, advised delegates to make a start on digital strategies



ASC 2019 Innovation Awards winners celebrate their success – left to right, Amanda Scott, Deborah Moore and Barry Burns

## ICIS News

The leading news service for real-time ground breaking news and analysis on the global petrochemicals markets



The **ICIS News** services give you unrivalled access to the most in-depth stories impacting the petrochemicals markets, influencing commodity prices and affecting your daily business decisions.

Our team of global editors are reporting around the clock to bring you the latest news and analysis so that you get the full picture of market and pricing developments first, providing you with invaluable foresight to take advantage of every opportunity and to stay ahead of your competitors.

**With ICIS News, you will be the first to read:**

- **Breaking news** on the chemical markets that will impact your business
- News on **market moves, deals** and **announcements** that will affect your organisation
- **Force majeures, closures** and **developments** that influence your commodity prices
- **Expert analysis** on industry **trends** and **hot topics** – know what's happening and why
- **Searchable archive** with over **1.4 million** articles from the past 10 years



ICIS News offers access to additional sources including the ICIS Chemical Business Magazine and Chemical Business News Base (CBNB)



**ICIS Chemical Business digital magazine (ICB)** Our global team of experts digests and summarises the key issues and their potential impact on the chemical markets, offering a comprehensive overview of the key developments that matter most-along with informed opinion and in-depth analysis.

**ICB features include:-**

- In-depth insight into chemical price changes and their impact on the markets
- Understand the detail behind the headline news stories
- Find out about supply & demand trends and the factors impacting them
- Get the complete picture of the chemical markets – all in one e-magazine
- Easy access via e-magazine and premium magazine website

**Chemical Business News Base (CBNB)** is a premium resource available on ICIS News. It provides you with an extensive external source of upstream and downstream petrochemical news in summarised snapshots, so you can quickly and easily get the latest updates on what's important to you.

**CBNB offers readers:**

- Fast and consistent coverage on news, facts, figures from the upstream and downstream petrochemicals industry
- Access to over 700 news sources, including technical and trade journals, company literature, market research reports, stockbroker reports, books, and directories
- User-friendly search functionality to find articles most relevant to you from around the globe
- Quick and easy-to-read summarised snapshots of articles with option to access full articles from the original source