

## Dow Selects PCHi for Market-Focused Needs in China

It is not every day that a multi-billion dollar company acquires another and changes its own market approach and culture into a well-balanced combination of both sides. In 2009, the US\$57.4 billion Dow Chemical Company did just that (in particular for its Home and Personal Care business) when it acquired Rohm and Haas, a global specialty materials company with sales of US\$10 billion. After consolidating both companies' household and personal care divisions, Dow recognized the benefit of changing its outlook from a

product-driven to a more market-driven business - and its marketing strategies reflect the changes well. For its Greater China audience, Dow selected PCHi (Personal Care and Homecare Ingredients) as an important exhibition platform to convey the new market approach.

As such, Dow especially selected PCHi 2010 to present their range of innovative technologies to enhance the performance, safety and sensory properties of personal care and home care products. The company also took the



chance to reveal its new brand image for the Dow Personal Care business. Other than exhibiting, Dow also presented some Technology & Marketing sessions that were part of the PCHi Conference, showcasing its industrial knowledge to a targeted audience.

Visitors at PCHi 2010 got a first look at the new identity of the Dow Personal Care business -

"Guarding and Enhancing Your Reputation, Sincerely." Launching at PCHi provided customers with easy access to a single source to help meet their formulating and product development needs. Dow continuously strives to meet the evolving needs of their customers and the larger personal care industry, which they believe PCHi can help them achieve. ■