

## Interview with dr Norbert Niessner from INEOS Styrolution



Good morning. Thank you for interview for “Elastomery” journal. Topics of the journal are: chemistry, technology and processing of elastomers and polymers. Tell me about INEOS Styrolution.

INEOS Styrolution is a global styrenics supplier with a focus on styrene monomer, polystyrene, ABS Standard and styrenic specialties. The company is comparatively young, but many business units provide more than 85 years of experience. We help our customers to succeed by providing innovative solutions, designed to give

them a competitive edge in their respective markets. Our styrenic solutions are used in many everyday products across a broad range of industries, including automotive, healthcare, electronics, household, construction, toys/sports/leisure and packaging.

Our customers as well as our production facilities are present in all three global regions: EMEA (Europe, Middle East and Africa), Asia-Pacific and the Americas. Our R&D team also operates on a global level within an innovation network together with leading research partners across the globe.

### Dr Norbert Niessner (INEOS Styrolution)

#### GLOBAL HEAD OF RESEARCH AND DEVELOPMENT

Dr. Norbert Niessner obtained his diploma in Chemistry at the University of Marburg, Germany in 1986. He completed his doctoral studies in Polymer Chemistry at the University of Marburg under the direction of Professor Dr. W. Heitz in 1989. From 1989–1990 he worked as a post-doctoral fellow at IBM Almaden Research labs in San Jose, California. After joining BASF in 1990 as a research chemist, he subsequently held several positions in R&D, marketing and sales in Europe, as well as in Asia. In 2011, he joined Styrolution, a joint venture between BASF and INEOS. Dr. Niessner is currently Director Global R&D and Intellectual Property at Styrolution. Dr. Niessner is the inventor or co-inventor of a number of major styrenic polymer technologies and products, such as Terluran® ABS polymers, anionic SBC copolymers, and Luran® S ASA polymers. He has published more than 200 scientific papers, book chapters and patents/applications. Dr. Niessner recently published a book entitled *The Practical Guide to Structures, Properties and Applications of Styrenic Polymers*. Besides styrenic polymers, his R&D track record comprises synthesis & and molecular dynamics of liquid crystalline polymers, co-development of world-scale polymer manufacturing technologies, new metallization technologies and heat/UV stabilization of polymers.



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**What are main products of INEOS Styrolution?**

INEOS Styrolution is the world's #1 producer of styrenics, comprising styrene monomer, as well as transparent styrene based polymers like GPPS (general purpose polystyrene under Styrolution® PS), SAN (styrene acrylonitrile copolymer under trademark Luran®), SMMA (styrene methacrylate copolymer under trademark NAS®), MABS (methacrylate-acrylonitrile-butadiene-styrene under trademark Terluxe®), SBC (styrene butadiene block copolymers under the trademarks Styrolux® and Styroflex®), and SBC/SMMA blends under the trademark Zylar®. On the opaque and impact resistant side, HIPS (high impact polystyrene under Styrolution® PS), ABS (acrylonitrile-butadiene-styrene under Terluran® for standard ABS products and Novodur® for specialty products), ASA (acrylonitrile-styrene-acrylate under Luran® S), and blends such as ASA/Polycarbonate (Luran® S/C, ABS/polycarbonate (Novodur® Ultra), ABS/Polyamide (Terblend® N) and ASA/Polyamide (Terblend® S) are parts of our product portfolio.

**What elastomers your company produces?**

We offer a unique product with respect to thermoplastic processability, high transparency and excellent elastic properties under the Styroflex® trademark. Styroflex® is a styrene/butadiene block copolymer, produced in a proprietary anionic polymerization process. Styroflex® has an excellent processing behavior in both, extrusion and injection molding processes, and has – compared to other major SBC elastomers – a high thermal stability and low tendency for gel formation.

**Who are your customers?**

As mentioned above, our customers are from a broad range of industries, including automotive, healthcare, electronics, household, construction, toys/sports/leisure and packaging. We work very closely with our customers to identify their precise needs and to tailor our solutions to their respective requirements. Let me illustrate this for two industries. In the automotive industry, we work with most car manufacturers and their suppliers and our styrenic solutions can be found in many applications (exterior and interior). For the healthcare industry, we have developed special “HD” (healthcare/diagnostics) packages providing products with specific healthcare certifications and certain service levels.

**INEOS Styrolution is international company. Do you have a representative office in Poland?**

We have our sales people which are representing INEOS Styrolution in Central East European region and they are operating as well in Poland. Contact person: Sales Director Artur Sokolowski.

**Do you cooperate with Polish companies and/or universities? Do you have plans associated with Poland?**

We have business as well as joint development activities with customers in Poland. We are working on fostering and extending these development activities further. In the moment we do not have cooperations with universities in Poland, however are open for such kind of partnerships.

**Thank you for the conversation and I highly recommend the “Elastomery” journal.**

*Reviewer Urszula Pawłowska*