

MISSISSAUGA, ON, September 19, 2013 /**24-7PressRelease**/ -- As a world leader in developing innovative material and product solutions, The Woodbridge Group is proud to announce the development of a unprecedented chemistry breakthrough for extreme low mass TDI high resiliency foams. This unprecedented chemistry breakthrough offers significant dynamic comfort, weight and cost advantages.

Previously Woodbridge offered GreenLite lightweight performance optimized parts including seat cushions and frames, head restraints, arm rests, consoles and overhead systems, used by a number of OEMs to provide enhanced environmental performance. According to Dr. Andrew Kee, Director of Development Global Chemistry, "This innovative TDI HR foam can be formulated to precisely match the vibrational response of any MDI foam over an expanded density range. We can now tailor dynamic comfort to meet virtually any customer expectation at extremely low densities. Comfort characteristics, such as vibrational properties can be formulated to independently control dampening, attenuation and resonance frequency. The novel aspects of this new formulation and process capability enables TDI seating foams to now provide higher resiliency, lower hysteresis and superior durability, all while delivering significant mass reduction. I also see the improved durability at lower densities to be a key aspect of this formulation."

Yet another valuable benefit of this new TDI formulation is its ability to further improve cabin air quality and reduce windshield fogging, due to the ultra-low VOC characteristics of these foam products. While emissions specifications for automotive polyurethanes are not new, the rigor in which these requirements are now being enforced by OEMs is on the rise. Dr. Kee states, "This chemical development now delivers ultra-low VOC emission contributions from our polyurethane foams. We have measured VOC reduction levels of up to 80% through an independent accredited laboratory."

The Woodbridge Group maintains its commitment to the environment and is looking at new ways to offer the automotive industry environmental stewardship objectives that respond to market demands". Through collaboration with its customers, Woodbridge continues to develop and validate innovative solutions, to improve comfort performance, while lowering weight and cost.

About The Woodbridge GroupThe Woodbridge Group and its partners in The World Polyurethane Alliance operate 59 facilities in 17 countries, as global leaders in the development and production of polyurethane and expanded polypropylene products. Automotive applications include components for seating, structural support, interior soft trim products, headliner systems, cargo management solutions, and engineered products for occupant protection and acoustical management. Woodbridge also offers contract assembly and sequencing and supply chain management, as well as a full range of value added services including engineering and

design. For more information, please visit <http://www.woodbridgegroup.com>