We base our major products on our own technology. And it all started with molasses.
That's right, in 1906 a baby giant was nourished by molasses. The idea was to use it instead of costly grain in the manufacture of industrial ethyl alcohol. It worked—and the company that later became U.S.I. was on its way. Since then, The Little Chemical Giant has made a habit of creating technology to meet needs. A lot of our technology has been licensed to other companies. In fact, 10% of the world's low density polyethylene is produced by U.S.I. and companies which have licensed our patented process.

We helped pioneer direct hydration of ethyl alcohol. Patented a vapor phase process for making vinyl acetate monomer. And found ways to modify our versatile polyethylene process in order to get resins with special characteristics—a full range, able to meet virtually any of your processing needs.

This in turn led to innovations like high-speed coating of milk cartons. The first dual-purpose high density polyethylene bleach and detergent bottle resin. Ethylene-vinyl acetate copolymers for packaging and adhesives and vinyl acetate elastomers that make rubber products with oil and heat resistance. Plus new techniques for extrusion coating, cast film extrusion, rotational molding and coextrusion.

For us, technology is a way to grow—to become a giant in whatever fields we enter. But we'll never forget that lasting growth comes from using technology to meet the needs of customers, large and small alike. Find out how The Little Chemical Giant can help you. Send for our capabilities brochure. Write U.S.I. Chemicals Co., Dept. LCG, 99 Park Avenue, New York, NY 10016.