If you think multifunctional monomer technology is too expensive, you're not looking past the end of your nose.

Gearing up for a new production technology costs money. There's no way to get around it. But when upgrading to multifunctional monomers, it's well worth it. After a modest initial investment, your operation can become more efficient and profitable.

For instance, when MFMs are used in printing inks and industrial coatings, and cured with ultraviolet (U.V.) or electron beam (E.B.) systems, production speeds are significantly increased and raw material efficiency is improved. The results are superior quality inks, coatings, and adhesives.

What's more, energy costs are kept at a minimum, and environmental regulations can be met.

Celanese is a major supplier of these exciting chemicals. We have a multi-million pound facility for producing Pentaerythritol Triacrylate (PETA), 1, 6-Hexanediol Diacrylate (HDOA), Trimethylolpropane Triacrylate (TMPTA), Tetraethylene Glycol Diacrylate (TTEGDA), Tripropylene Glycol Diacrylate (TRPGDA), and Trimethylolpropane Trimethacrylate (TMPTMA).

And since we produce our own polyols and acrylic acid, we're basic in multifunctional monomers.

When you buy Celanese, you're buying stability. We're also a major producer of intermediates, solvents and monomers for the coatings industry with years of application experience behind us. And our nationwide network of supply and storage terminals assure you product when and where you need it.

So when it's time to evaluate MFM technology, call Celanese. We'll help you look into the future.

For an applications brochure which also details the safety and handling of multifunctional monomers, write Celanese Chemical Company, Inc., 1250 West Mockingbird Lane, Dallas, Texas 75247. Or call (214) 689-4058.

CIRCLE 5 ON READER SERVICE CARD

There's no substitute for commitment.