



High Performance Foams Division

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November 9, 2010

Dear PORON® Performance Cushioning Customer,

Rogers Corporation is continually working to provide you with the most reliable and innovative cushioning materials on the market. Our dedication to you, our customers, is ongoing and our goal is to provide materials that add value to your designs and ultimately sales growth.

A recent issue that has been concerning many customers is the daily exposure to microbes, such as odor causing bacteria. According to a recent Gallup Study over 70% of consumers are using 6+ products with antimicrobial protection.\* In response to this demand, Rogers is now offering all PORON® XRD™, Plus and Performance Materials with Microban® antimicrobial protection. Even more, these enhanced products will be available to you in 2011 as a standard product offering. Yes, you read correctly: there will be no price increase for purchasing PORON Materials with Microban technology, the world's most recognized antimicrobial agent.

Furthermore, Rogers is able to exclusively offer this branded antimicrobial technology to our customers for footwear and outdoor applications. Additional product, testing and branding information can be found on the "PORON Cushioning with Microban Antimicrobial Protection Customer FAQs" document listed on the updated PORON Performance Cushioning website.

The inclusion of Microban technology in the PORON product line will discontinue any PORON Permafresh® product orders beginning on January 1, 2011. Although the standard PORON benefits that you have known to trust (such as C-Set, CLD, open cell, etc.) have not changed, it is recommended that PORON Permafresh customers sample the enhanced PORON Cushioning with Microban antimicrobial protection before the end of 2010.

Additional product information can be found on the updated PORON Cushioning website: [www.poroncushioning.com](http://www.poroncushioning.com) or by contacting your Rogers Sales Engineer and Customer Service Representative.

Be on the lookout for other exciting developments and updates from your PORON Cushioning Team and we look forward to working towards a prosperous 2011!

Sincerely,

*Rogers' PORON® Performance  
Cushioning Team*

\* For a more complete review of the Gallup Study, contact the Rogers marketing department.

**The world runs better with Rogers.®**

[www.rogerscorp.com](http://www.rogerscorp.com)