

GAME CHANGERS

Dow Products and Technologies for a Competitive Edge



A TRACK BUILT FOR SPEED, SAFETY AND THE LONG RUN

Project: Running Track at the London 2012 Olympic Stadium

Challenge: Design a running track for the London 2012 Olympic Games to meet requirements for athlete safety and speed, as well as sustainability and durability – with a lifetime of at least 10 years

Solution: Use VORAMER™ adhesives from Dow in the track underlayment to bind together rubber particles to form an ergonomically advanced cushion backing for maximum athlete safety and enhanced durability

Competitive Edge: VORAMER industrial adhesives and binders can bind together a wide variety of recycled materials, such as shredded tires and foams, to provide sustainable, solvent-free solutions for construction, roofing, footwear, and much more

The running track in the London 2012 Olympic Stadium is a place where world records were set and athletes' dreams were fulfilled. Thanks to Dow technology, the track itself was built to endure, allowing many more aspiring athletes to compete safely for years to come.

The 5,000-meter track was designed by Mondo SPA and constructed by hand over three months in 2011. The installed material, called Mondotrack, is 13 mm thick and is a two-layer formulation expressly designed for superior traction and slip resistance, as well as sustainability. In keeping with London 2012's stringent standards, the track includes recycled materials, is solvent-free, and is built to last for at least 10 years.

The underlayment or backing material includes VORAMER adhesives, which were used to bind together rubber particles from shredded recycled tires to form an ergonomically advanced, shock-absorbent base for the track. VORAMER adhesives enable an open cell-like structure in the backing, in which individual cells allow easy flexing in any direction, rather than just forward. This multi-directional flexing quality gives ideal support and cushioning for training, while also providing excellent reaction time for competition.

What's more, the advanced two-layer vulcanized track is tough and durable, so it will last much longer than tracks built with more traditional designs.



Images courtesy of Mondo SpA

GAME-CHANGING SOLUTION

VORAMER adhesives and binders provide excellent performance for shock-absorbing and vibration-damping applications:

- Ability to use recycled materials such as shredded tires and foams
- Solvent-free
- Excellent durability in finished products
- Enhanced mechanical properties
- Easy processing and workability

HOW CAN WE CHANGE THE GAME FOR YOUR NEXT CHALLENGE?

Visit [Dow Polyurethane Systems](#) to learn more about how VORAMER™ adhesives and binders can enhance your next application.



WORLDWIDE PARTNER

Form No. 878-00048-0313BBI