

Dow's London Solutions: The London 2012 Olympic Stadium



The London 2012 Olympic Games Stadium Wrap

Dow is helping the London Organizing Committee of the Olympic Games (LOCOG) by providing the Wrap to help it become the crown jewel of the London 2012 Olympic Games. After public funding was withdrawn for the Wrap project in early 2011, Dow was selected through a rigorous procurement process to supply the materials and manpower to help complete the Olympic Stadium as its architects had intended. The Wrap will help the stadium become the visual centerpiece of the London 2012 Olympic Games. The Wrap will also feature directional signage and shield exposed elements of the stadium from sight.

The Look of the Wrap

The Wrap will be made up of 306 individual panels – each approximately 25 meters high and 2.5 meters wide – stretching from the concourse ground to the upper tier of the outer stadium.

- > The Wrap panels are made up of more than 50 solid colors that bear the official "Colors of the Games," a design created by LOCOG exclusively for the London 2012 Olympic Games.

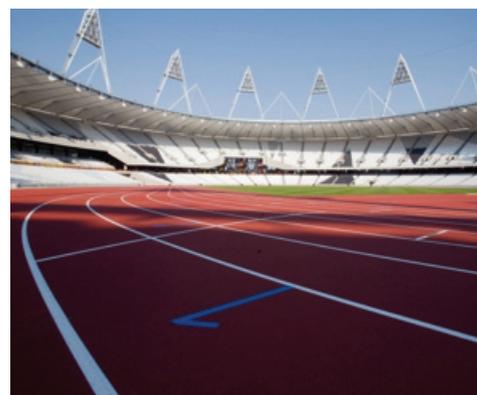
Track at the London 2012 Olympic Stadium

Dow adhesives in the running track at London's Olympic Stadium are designed to maximize athlete safety. Dow's product (VORAMER) binds together rubber particles that make up the track. The solution provides runners with the perfect balance of hardness and elasticity – ensuring a safe surface for both sprinters and long-distance runners.

- > Dow's adhesive solution is developed to expand the average lifetime of finished tracks. The track at London's Olympic Stadium is designed for a lifetime of at least 10 years.
- > Dow adhesives are comprised of raw materials (like automobile tires) that make up the basic layers of the track.

5,000 meters of track (3.11 miles, or 16,404 feet) is equivalent to:

- > Enough track to stretch the height of 52 Big Ben Towers stacked on top of each other
- > The length of 48 football pitches Stretching the total length of the Millennium Bridge 13 times and Tower Bridge 20 times
- > The length of 555 London Double Decker Buses lined up bumper to bumper
- > The length of 2,011 javelins lined up end to end



Protection from the elements

Dow Chemical's ROOFMATE SL-A insulation offers durability and protection of waterproofing layers from extreme changes in weather due to its ability to cope with repeated freezing and thawing cycles. These solutions can be found in London's iconic Olympic Stadium – equipping the roofs of this venue for resistance to moisture and ability to cope with temperature fluctuations for the expected lifetime of the structures.