

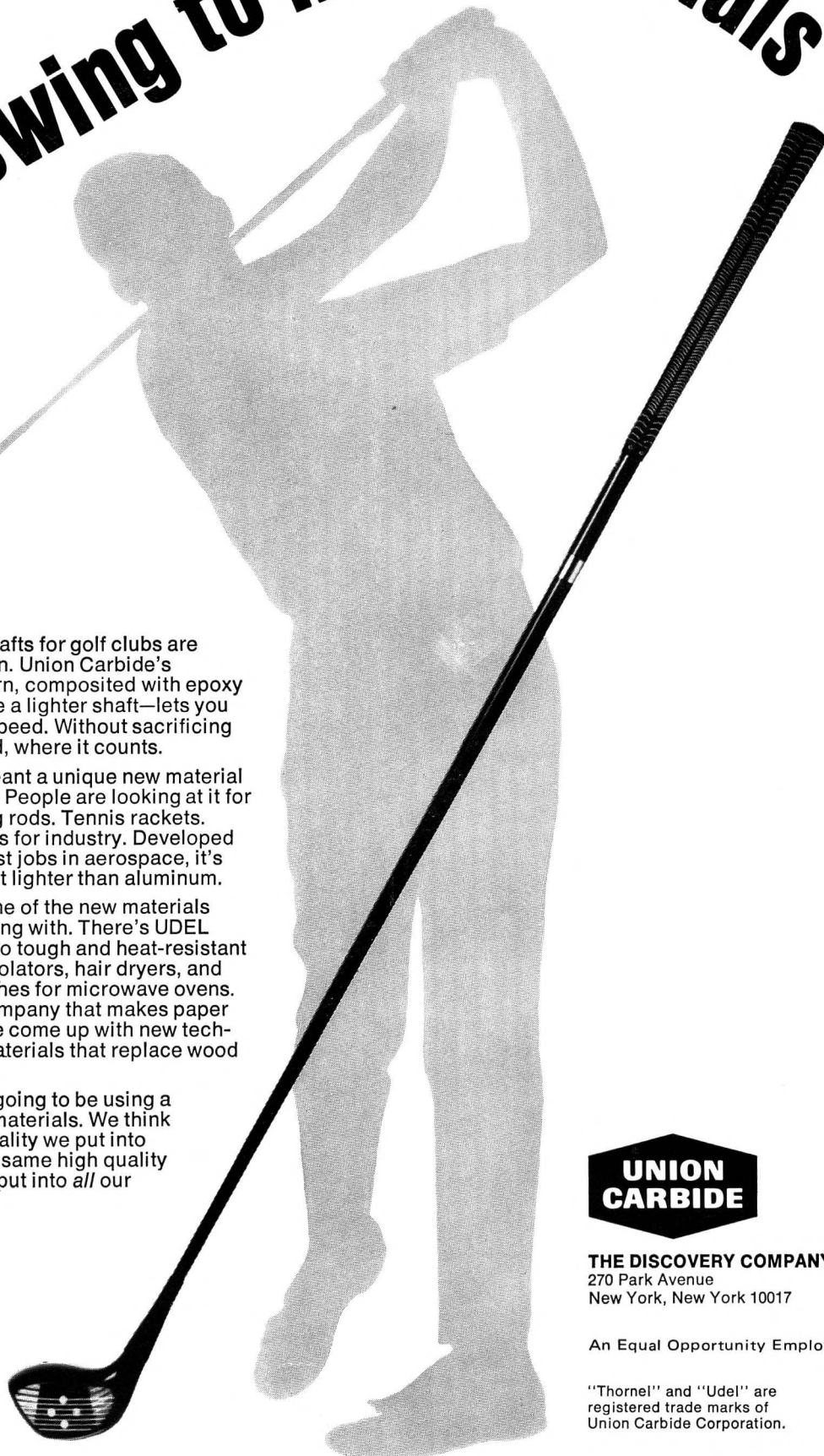
The swing to new materials

Those new graphite shafts for golf clubs are getting a lot of attention. Union Carbide's THORNEL graphite yarn, composited with epoxy plastic, makes possible a lighter shaft—lets you hit the ball with more speed. Without sacrificing weight at the club head, where it counts.

THORNEL yarn has meant a unique new material for golf club designers. People are looking at it for other uses, too. Fishing rods. Tennis rackets. High performance parts for industry. Developed for some of the toughest jobs in aerospace, it's stronger than steel—yet lighter than aluminum.

Graphite yarn is just one of the new materials Union Carbide is working with. There's UDEL polysulfone, a plastic so tough and heat-resistant it's used in coffee percolators, hair dryers, and baking and serving dishes for microwave ovens. We're a partner in a company that makes paper from plastic. And we've come up with new technology in rigid foam materials that replace wood in furniture.

You know, people are going to be using a lot more of these new materials. We think you'll recognize the quality we put into them—because it's the same high quality Union Carbide people put into *all* our products.



THE DISCOVERY COMPANY
270 Park Avenue
New York, New York 10017

An Equal Opportunity Employer

"Thornel" and "Udel" are registered trade marks of Union Carbide Corporation.