

Indian Manufacturers concerned about developing Green Products

Need for Green Products is Top Environmental Issue for Indian Manufacturers - Survey Highlights Differences in Sustainability Priorities around the World

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Development of 'green' or 'environmentally-friendly' products is the most important environmental issue facing manufacturing businesses in India today, according to an international study on sustainability and environmental trends conducted by Harris Interactive for Dow Corning Corporation. More than one in four managers and professionals in rank this as a higher priority than other environmental factors: such as increasing energy efficiency or reducing waste.

But the study of more than 1,000 people in seven countries also reveals how attitudes about sustainability vary across the world. Managers in India, China and the Americas for example, consider the health and safety of employees, customers and supplies as important - but in Korea, the highest importance is given to long term sustainability of the business.

Other key findings of the research show that:

Customers and the government are seen by companies in India as the most important influencers on sustainability and environmental decisions. Just over 60% of people rated each of these as a top three influencer. However there are marked differences between countries - in the United States and Europe, customers were considered the most important influencers.

Environmental & Sustainability programs have a strong influence on whether a company in India will be considered as a potential supplier. One out of every two managers consider environment/sustainability factors of critical importance - a significantly higher level than their counterparts in China (26%).

The health, safety of employees, customers and suppliers was rated as the most important factor driving a company's decision making around environmental activities

'Although there are differences in emphasis around the world, it's evident from this research that sustainability is becoming more and more important for companies of all sizes in India,' said Peter Cartwright, Dow Corning executive director for environment. 'Managers in India clearly understand the importance of innovating products that have less impact on the environment and are also safer for people.'

He added: 'In Dow Corning we've certainly see a trend amongst our own customers for 'green' products; often in response to consumers who are becoming more environmentally conscious. As a result, we've worked closely with several companies to come up with some innovative approaches that help to reduce wastage, improve water quality and make buildings more sustainable.'

One recent development has been the introduction of a new technology that reduces the water and energy used by textile finishers in India for denim processing.

Note to Editors

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More than 1000 respondents from a wide range of manufacturing companies were interviewed for the research survey across seven countries - USA, Brazil, Italy, Germany, China, Korea and India. The survey was conducted on behalf of Dow Corning by the independent market research company, Harris Interactive. The telephone survey took place between November 2006 and January 2007.

Charts and tables illustrating the results are available at www.dowcorning.com

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About Dow Corning

DowCorning (www.dowcorning.com) provides performance-enhancing solutions to serve the diverse needs of more than 25,000 customers worldwide. A global leader in silicon-based technology and innovation, offering more than 7,000 products and services, Dow Corning is equally owned by TheDowChemicalCompany and CorningIncorporated. More than half of DowCorning's sales are outside the United States.

In India, Dow Corning (www.dowcorning.com/india) is one of the fastest growing specialty chemical companies. The Mumbai office and a new manufacturing site in Pune, serve customers across India and South Asia with innovative solutions and products to industries as diverse as textiles, construction, beauty & personal care, automotive, industrial lubrication, electronics.

About Harris Interactive®

Harris Interactive Inc. (www.harrisinteractive.com), based in Rochester, New York and London, UK, is the 13th largest and the fastest-growing market research firm in the world, most widely known for The Harris Poll® and for its pioneering leadership in the online market research industry. Long recognised by its clients for delivering insights that enable confident business decisions, the Company blends the science of innovative research with the art of strategic consulting to deliver knowledge that leads to measurable and enduring value

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