





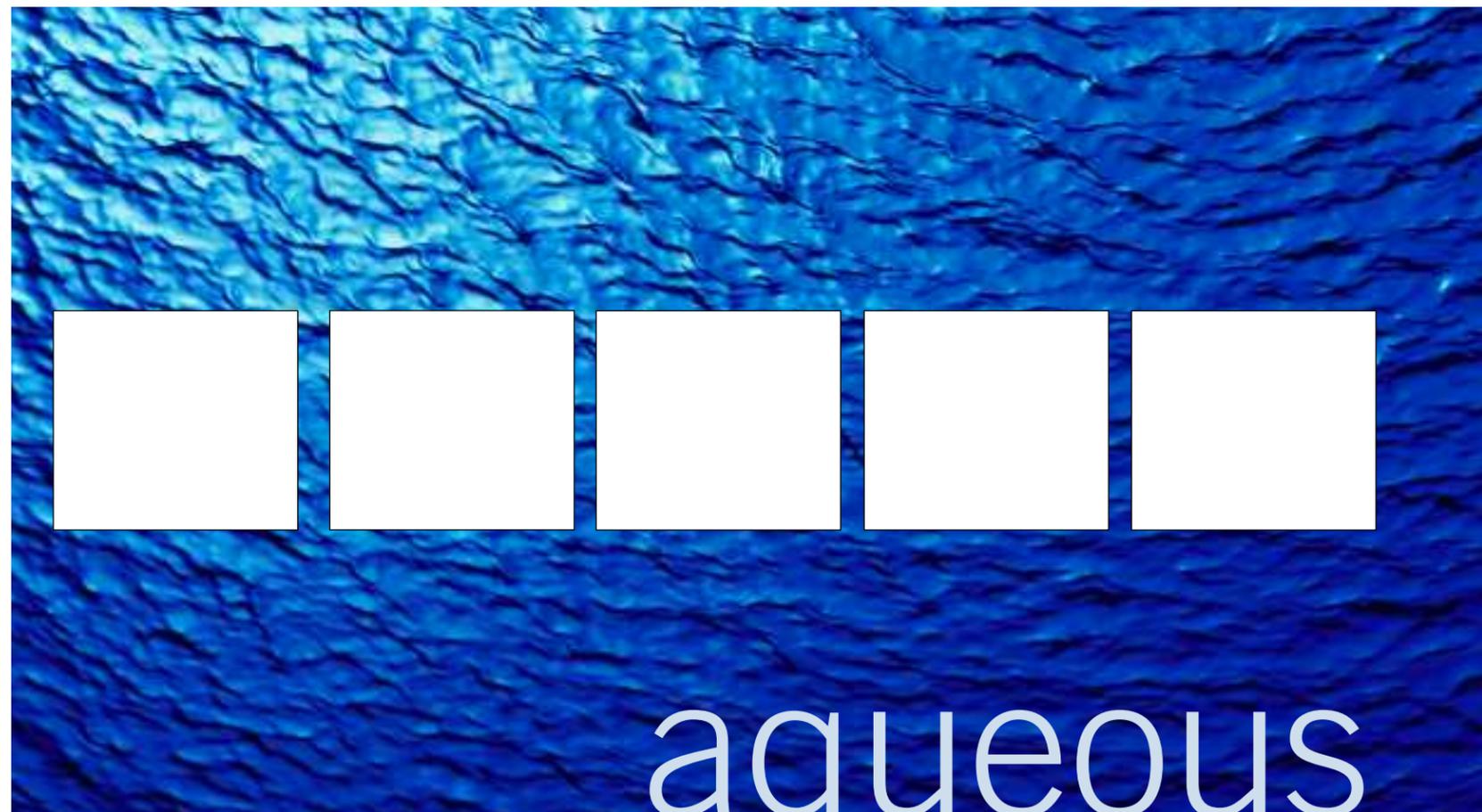
Silicone has many senses.

Polymer matrix? Or exotic animal? We wonder. Silicone can ricochet across the entire color spectrum. Assume the shape and feel of anything from an apple to an armadillo. Phosphoresce. Fluoresce. Coalesce. As if it had an intelligence of its own. Experience freedom, compliments of the most aesthetically versatile polymer on the planet. Animal or chemical, one thing's for certain. Silicone is alive.

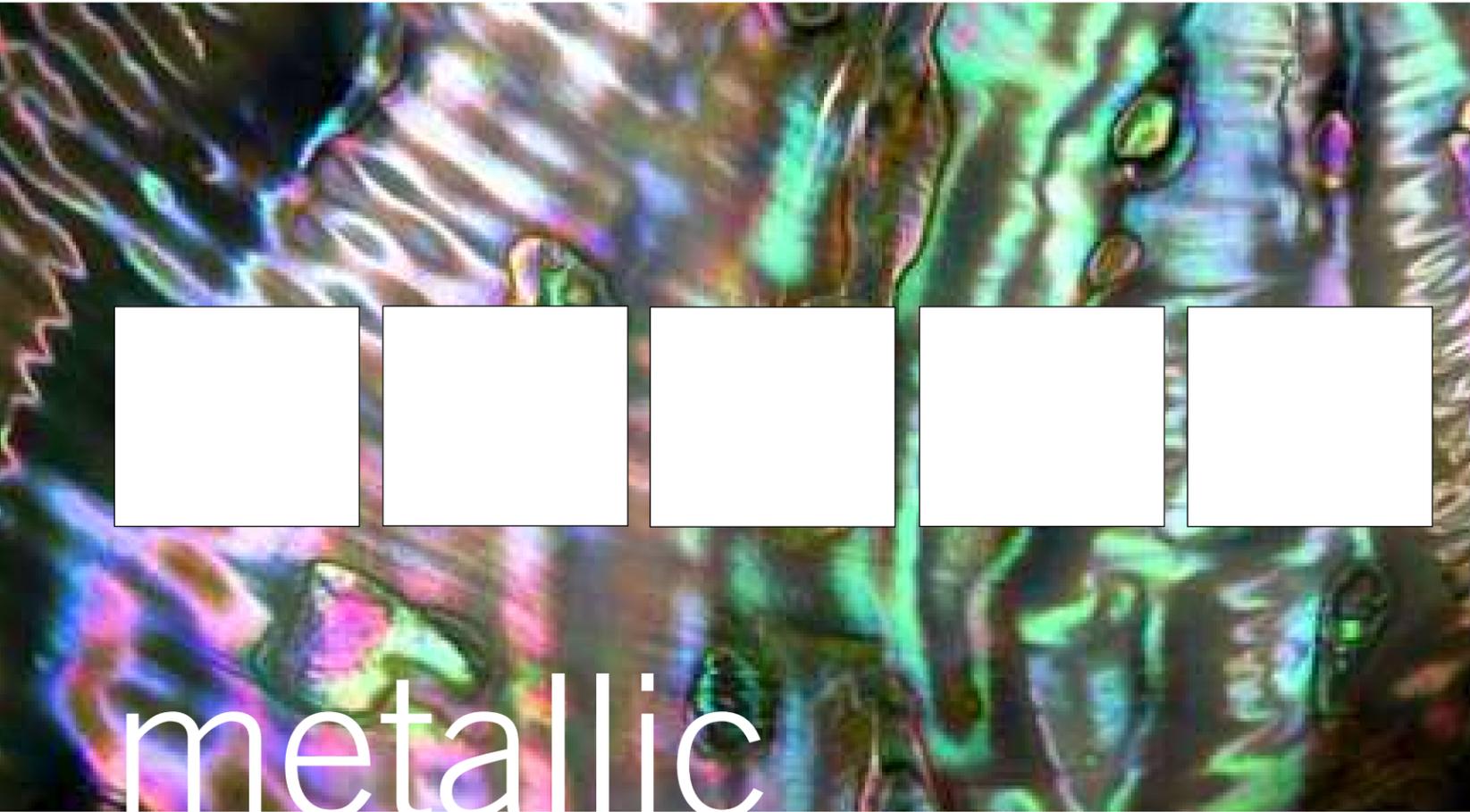


Mouthwatering.

Water. The essential refreshment. The magic mirror.
Silicone can mimic its subtle moves and tranquil moods.
From glacial purity. To milk in a crystal. To a mirage that
transforms ice to molten aqua, depending on your angle.
The sky's the limit, speaking of which, we favored it in
our palette. Drink it in.



aqueous



Drum rrrroll.

Silicone is a gold mine of the malleable.

Gunmetal, quicksilver, tin, copper, awesome

Au itself. In fact, no cymbal, spangle, tinsel or brass band is out of its range. Classical bells.

Taut, sophisticated jazz. Heavy metal rock.

Vegas glitter. Name your tune. Silicone can play it all over the scale.

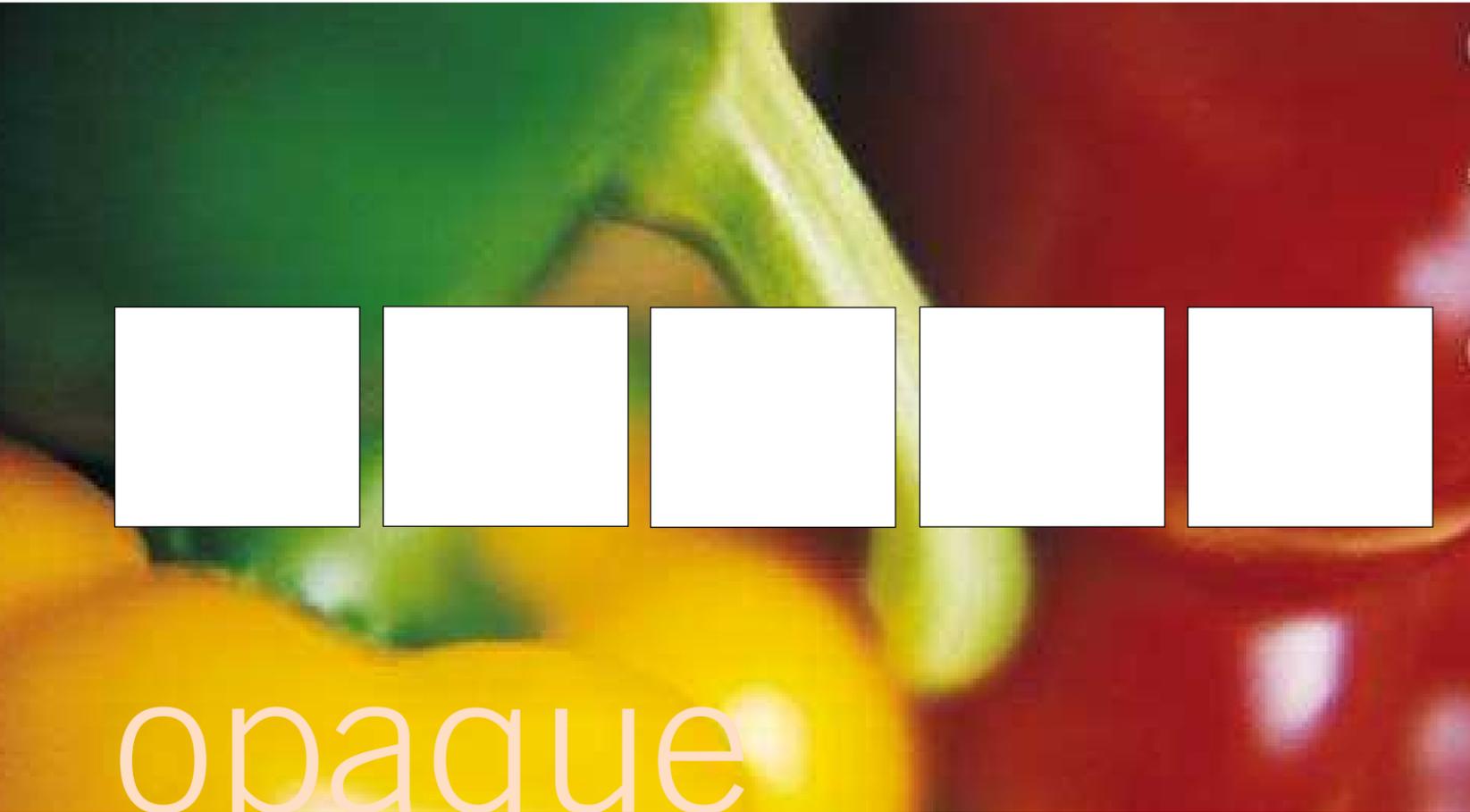


Wow factor.



A shock wave of color that tells other animals to watch out. Or tells you to eat at Joe's. Silicone masters the neon effect in sulfur, lime, electric blue, hot pink and other hues and cries. The whole point? Surprise, ranging from a playful jolt to a visual scream. Stop whatever you're doing! And take a look.





opaque

Eye candy.

In nature, primary colors abound in fruit. Silicone lets the primary palette sink in and shine, so the effect is maybe a little more like a candy apple than an apple. Lustrous to the point of slick. Delectable. With that extra burst and pop you'd expect of a fresh grape or a hot pepper. But maybe not of a polymer.

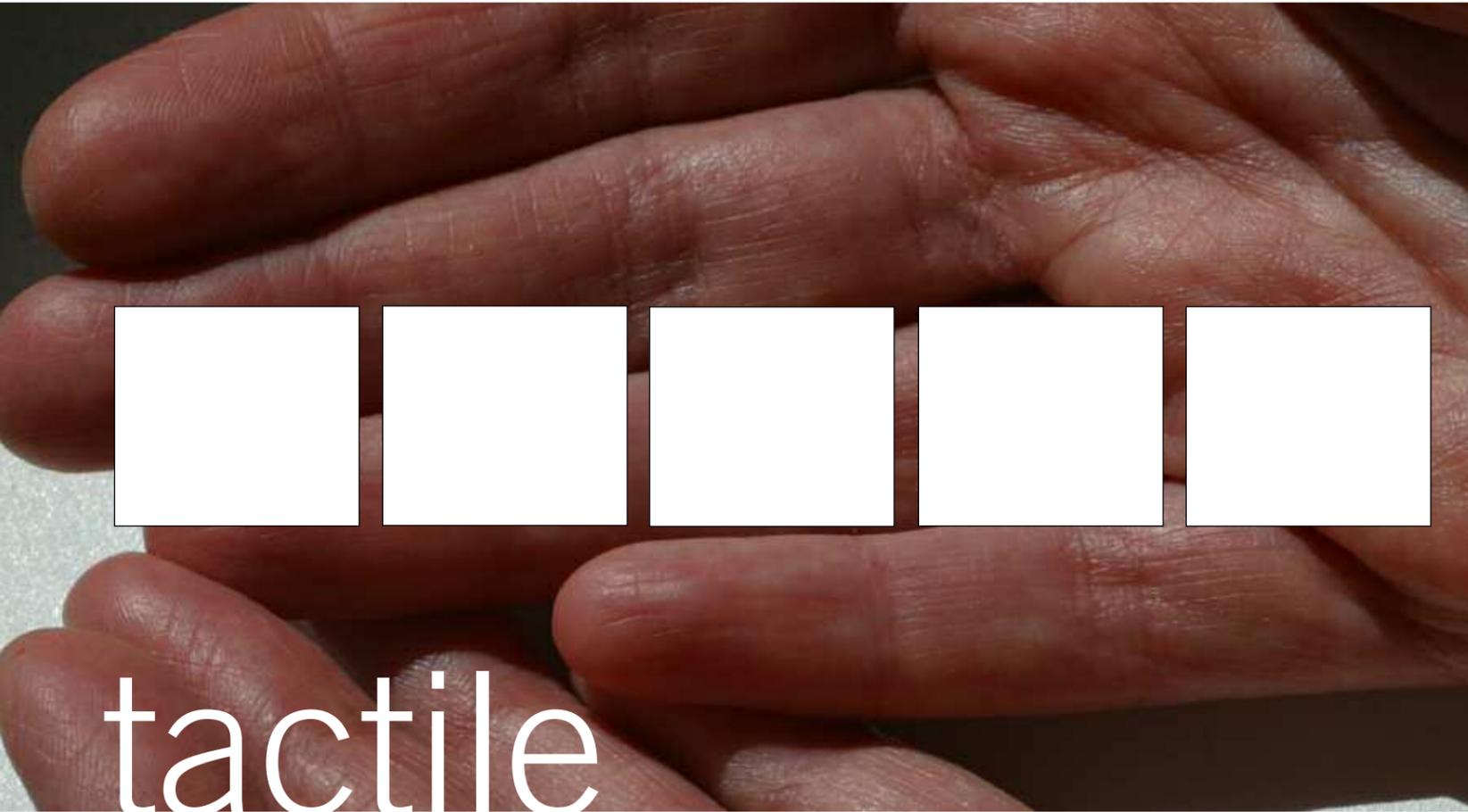


Extrasensory invention.



Beneath surfaces as complex and otherworldly as the moon, there's silicone. From a bas relief of ridges and dunes. To a crocodile hide. To the fine whorl of a fingerprint. To the plush of brushed suede. To just about any pattern invented, from a tightly woven hound's tooth to a crop circle. Silicone ranges all over the map.





Touché.

Your fingertips will agree: silicone is high touch chemistry. As such, squeezable and stretchable in varying degrees. At its softest, like a handful of gelatin. At its hardest, like a radial belted tire. In between, anywhere from licorice to your own skin. Nature's shock absorber has met its match. And given it a thumbs up.



Come in contact.

To find out more about silicone, touch it. Observe it at close range. Let your impeccable taste and perceptions be your guide. Then you can skip past all the wet chemistry and hard physics. (But save this number: _____. It will put you in contact with our sales and technical team.)

Does silicone make sense for your next project? That's a question we'd be glad to help you answer. With a material that's so alive to the possibility, it can almost talk about it.



GE Advanced Materials
Silicones

PRINCIPAL LOCATIONS		
REGIONAL HEADQUARTERS	PHONE	FAX
North America 187 Danbury Road Wilton, Connecticut 06897, USA	800.295.2392	607.754.7517
Latin America Av. Nove de Julho, 5229 7°. andar 01407-907 São-Paulo SP, Brazil	+ 55.11.3067.8671	+ 55.11.3067.8680
Europe, Africa and Middle East GE Bayer Silicones GmbH & Co KG. Building V7 / Bayernwerk D-51368 Leverkusen	+ 0049.214.30.1	+ 0049.214.30.66.328
Asia Pacific 240 Tanjong Pagar Road #05-00 GE Tower Singapore 088540, Singapore	+ 65.6326.3900	+ 65.6326.3946
CUSTOMER SERVICE CENTERS	PHONE	FAX
North America South Charleston, WV 25303, USA cs-na.osi@ge.com	<i>Specialty Fluids</i> 800.523.5862 <i>UA, Silanes, Resins and Specialties</i> 800.334.4674 <i>RTV Products-Elastomers</i> 800.332.3390 <i>GE Sealants and Adhesives (GESA) and Construction</i> 877.943.7325	304.746.1623 304.746.1623
Canada St-Eustache, Quebec	<i>within U.S. and Canada</i> 800.363.0496 <i>outside U.S. and Canada</i> 450.974.0899	450.974.0380
Latin America Argentina and Chile Brazil Mexico and Central America Venezuela, Ecuador, Peru, Colombia and Caribbean csla.gesosi@ge.com	54.23.2055.2857 55.11.3067.8671 52.55.5257.6042 58.212.902.5167	
Asia Pacific Singapore, Singapore cs-ap.osi@ge.com	+ 65.6326.3900	
Europe, Africa and Middle East Antwerp, Belgium cs-eur.osi@ge.com	+ 32.(0).3.250.2900	+ 32.(0).3.250.2625
GE Bayer Bergen Op Zoom	+ 31.164.292.685	
WORLDWIDE HOTLINE	PHONE	FAX
@ www.gesilicones.com	800.295.2392 1.607.786.8131	1.607.754.7517
<p>The materials, products and services of GE Advanced Materials, Silicones and its parent, subsidiaries and affiliates ("Silicones") are sold subject to the Silicones' Standard Conditions of Sale which are available upon request. Although the information, recommendations or advice contained herein is given in good faith, supplier makes no warranty or guarantee, express or implied, (i) that the results described herein will be obtained under end-use conditions, or (ii) as to the effectiveness or safety of any design incorporating supplier's materials, products, services, recommendations or advice. Each user bears full responsibility for making its own determination as to the suitability of Silicones' materials, products, services, recommendations or advice for its own particular purpose. Because actual use of products by the user is beyond the control of Silicones, such use is within the exclusive responsibility of the user, and Silicones cannot be held responsible for any loss incurred through incorrect or faulty use of its products. Further, no statement contained herein concerning a possible or suggested use of any material, product, service or design is intended or should be construed to grant any license under any patent or other intellectual property right of Silicones or any of its subsidiaries or affiliated companies, or as a recommendation for the use of such material, product, service or design in the infringement of any patent or other intellectual property right. Nothing in this or any other document shall alter, vary, supersede or operate as a waiver of any of the Silicones' Standard Conditions of Sale.</p> <p>© 2004 General Electric Company. Silsoft, Viscasil, Silshine, Velvesil, Tospearl and SF96 are registered trademarks of General Electric Company. SurFace is a trademark of General Electric Company.</p> <p>131-058-20 03-041 12/03 E</p>		