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Name change:

Polyvinyl butyral - Pioloform® BL 16 will change to Mowital® BA 20 S

Dear Customer,

Please be informed that starting from January 1, 2017, the Pioloform® product name will be changed to Mowital®.

This name change is part of a global harmonization process of Kuraray's polyvinyl butyral (PVB) brands. Mowital® is an existing global brand name of Kuraray PVB products. With this change the brand name Mowital® will be extended to all Kuraray PVB products. However, production processes will be unchanged and all regulatory information remains valid.

Pioloform® BL 16 will be included into our Mowital product type nomenclature and hence will be renamed to Mowital® BA 20 S.

There will be a transitional period, during which the old and the new name will co-exist. Package branding for example, will show both, the old and the new product nomenclature, during the transition period. However, we are working hard to ensure that this period will be kept short and will not affect you in any way.

Kuraray is a global manufacturer of polyvinyl butyral with over 70 years of experience. Our portfolio includes standard products and specialties. Mowital® meets all your requirements whether you are looking for low or high viscosity PVB. The range includes products for a broad variety of applications. Mowital® – the brand for best connections.

Yours sincerely,



i.V. Jörg Bruss
Director, Global Business-Technical Resin