



Helping Build Better Games – Inside and Out

Dow's Impact in Barra Olympic Park and Across Rio Infrastructure



Game Changers: A Closer Look at Dow Solutions for Rio 2016

The Olympic Park, located in the west neighborhood of Barra, can be considered the heart of the Rio 2016 Olympic Games. Dow solutions are present in the Park – and in infrastructure throughout Rio – delivering benefits where people drive, bike, swim and walk.

Barra Olympic Park From Rio to Your Living Room

The International Broadcast Centre (IBC) and Main Press Centre (MPC) will host thousands of media professionals each day as they report the latest Olympic updates to fans around the world. And Dow has a role in making that happen.

Dow Solution

Wire and cable coating technologies from Dow are hard at work in the MPC and IBC, as well as in the Olympic Tennis Centre and Aquatics Stadium, providing protection and durability to energy

and data cables. This helps enable consistent and efficient distribution of signals to ensure reliable transmission of the excitement of the Games.

Cool. Quiet. Comfort.

The IBC is not only an important part of the Rio 2016 Olympic Games – it will also serve future needs in Rio as a commercial and event center. The long-term durability and energy efficiency of the structure were important considerations in its construction.

Dow Solution

Dow solution PRIMAL™ is used in the Exterior Insulation and Finish System (EIFS) panels that delivered versatile installation and pleasant aesthetics for the building's façade, while helping increase energy efficiency.

Infrastructure in Rio and Beyond High Performance for High-Traffic Areas

As people from across Brazil and the rest of the globe arrive in Rio for the Games, local travel – whether by car or by bike – will see a serious increase. Coating technologies from Dow were a great fit to improve the application and durability of road markings.

Dow Solutions

On Rodovia Presidente Dutra, the main road connecting São Paulo and Rio, Dow's FASTRACK™ technology helped create road markings that are more durable and sustainable, thanks to their water-based formulation. They are resistant to most ultraviolet (UV) rays, so they retain their brightness and color and last longer. In addition, highly efficient waterborne acrylic-epoxy markings were used for bike lanes in Copacabana and the Barra da Tijuca neighborhood near the Athletes' Village.

A Cool Roof for a Really "Cool" Museum

Rio's Museu do Amanhã (Museum of Tomorrow) is a strikingly modern-looking science museum on the waterfront at Pier Mauá, in the heart of the revitalized downtown area. Fittingly, this museum that is focused on innovation helped set new standards for sustainability in its construction, which was completed in 2015.

Dow Solution

An elastomeric, white "cool roof" was applied on top of the museum. The 100-percent acrylic elastomeric material is both flexible and strong, helping the roof endure varying temperatures and weather conditions. It also keeps the building cooler by resisting and protecting against UV light – helping reduce energy costs and lowering the building's temperature by as much as 5 °C.

Secure and Attractive Surfaces – on the Walls and Underfoot

As spectators make Rio their home for the Games, they can count on beautiful and secure tiling in the places they stay and visit, thanks to technologies from Dow.

Dow Solution

In some of Rio's new hotels, DLP™ and WALOCEL™ solutions for adhesive mortar were used to secure tiling. This solution also makes an appearance in Barra Olympic Park and the Athletes' Village.

Durability and Efficiency at a Travel Hub

Viracopos International Airport, located northwest of São Paulo, underwent a major renovation prior to the Games. With durability and energy efficiency at the forefront of the effort, Dow played a role in the improvement of this main cargo hub for Rio 2016.

Dow Solutions

Polyurethane insulation panels from Dow were used in the walls to help make the airport more energy efficient, potentially lowering costs for climate control. In addition, flooring solutions from Dow helped make the airport floors more durable, so they maintain their high performance, even with the high volumes of foot traffic every week.

Learn More

Visit www.dow.com/olympic-partnership for more information about Dow solutions at the Rio 2016 Olympic Games.

And learn more about Dow's sustainability efforts as the Official Carbon Partner of Rio 2016 by visiting www.dow.com/carbonmitigation.

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