

**FOR IMMEDIATE RELEASE**

**Contact: Kevin Ross**  
**Phone:** [\(304\) 525-3116](tel:3045253116)  
**URL:** [www.rubberlite.com](http://www.rubberlite.com)  
**Email:** [kross@rubberlite.com](mailto:kross@rubberlite.com)

**New Rubberlite Polyurethane Foam High Energy Impact Absorption**

**Huntington, W.Va., <Sept. 5, 2018>:** Low resiliency, fast recovery, and higher density make Rubberlite Inc.'s new V-Series HD the preferred foam for high-performance applications. The new viscoelastic polyurethane foam is designed to meet demanding high energy impact and vibration dampening applications.

V-Series HD can be found in orthopedic braces, body armor and sports bands, backpack straps, knee pads, and industrial applications for vibration attenuation.

“V-Series HD is one more performance option within the Rubberlite portfolio of polyurethane foams developed using compositional and performance modeling to quickly meet customer demand,” said Jeffrey Goad, vice president polyurethanes. “By effectively predicting performance over a wide range of density, firmness, and recovery rate options, Rubberlite gives the design engineer options for shock and vibration attenuation without compromising compression set or compression fatigue resistance.”

The new foam’s performance and dimensional stability is exceptional with virtually no compression set or degradation of cellular integrity under extreme stresses providing a superior alternative for many demanding applications. V-Series HD maintains low compression set and excellent compression fatigue performance while providing durable energy attenuation and impact shock absorption.

“We are excited to add the new V-Series HD to our HyPUR-cel® family of polyurethane products,” said Kevin Ross, product manager, HyPUR-cel®. “With the product expansion, our customers have a superior alternative for impact and shock absorption properties in a polyurethane foam.”

Initial product offerings range in density from 8-18 pounds per cubic foot (PCF).

Rubberlite offers a unique portfolio of microcellular polyurethane foams to meet demanding requirements across a diverse range of applications. Under the trademarks of HyPUR-cel® high resilient foams and viscoelastic foams, Rubberlite engineers a broad range of polyurethane products and distributes products from several of the leading manufacturers of elastomeric and polyolefin foams in the world. With value-add propositions in coatings and laminations, combined with best-in-class technologies, Rubberlite is well positioned to provide customer solutions in foam design, technical composites, and novel textile coating applications. Rubberlite, Inc. is headquartered in the United States and markets products throughout North and South America, Asia and Europe. For more information, visit Rubberlite, Inc. at [www.rubberlite.com](http://www.rubberlite.com).

###