



**SHELL POLYMERS**  
MAKING THE EXPERIENCE MATTER

# Our Approach to Customer Experience Innovation in the Polymers Supply Chain

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**Our mission is to put the needs of  
customers at the center of everything we do.**

At Shell Polymers, our mission is to put the needs of customers at the center of everything we do and transform the relationship converters have with their suppliers. We know converters don't just need a reliable polyethylene (PE) supply, they're also looking for excellent service and modern tools that will make complex processes easier. As we prepare to enter the polyethylene market, we are focusing on the challenges customers face, so we can **Break the Mold** in this industry.

As part of our commitment to do things differently, we've begun developing a state-of-the-art polyethylene plant in Pennsylvania. This new facility will place the resin you need within 700 miles of the majority of the North American PE market to provide shorter supply chains and greater reliability. In this eBook, you will learn a few other ways Shell Polymers will **Break the Mold** with an unrivaled customer experience.



# Understanding the Challenges PE Converters Face

PE converters have a tough job. Not only do they oversee a wide variety of business functions like advanced forecasting, price negotiations, and supply chain management, they also coordinate with suppliers around the world to plan and execute each project.

To better understand these challenges, the Shell Polymers team spent hundreds of hours interviewing converters across the country. Thanks to these conversations, we pinpointed three things that would have a huge impact on PE converters of any size: a truly reliable PE supply, access to cutting-edge equipment, and streamlined supplier communications.

Converters told us there's an opportunity to make issues like delayed deliveries — an unfortunate reality of doing business — more manageable by reporting them proactively. Similarly, we discovered having resources like a dedicated customer service team member who understands the unique needs of an account would ease the stress of placing rush orders.

That's why at Shell Polymers, we're leveraging decades of team experience to build a business that emphasizes transparent communication and keeps customers in the know. We will be organizing account management and customer service teams, so our customers can count on personal relationships with a polymer manufacturer who cares about their business's growth.



We **Break the Mold** for PE converters with:

**A truly reliable PE supply**

**Access to cutting-edge equipment**

**Streamlined supplier communications**

# Setting a New Standard for Supply Chain Reliability

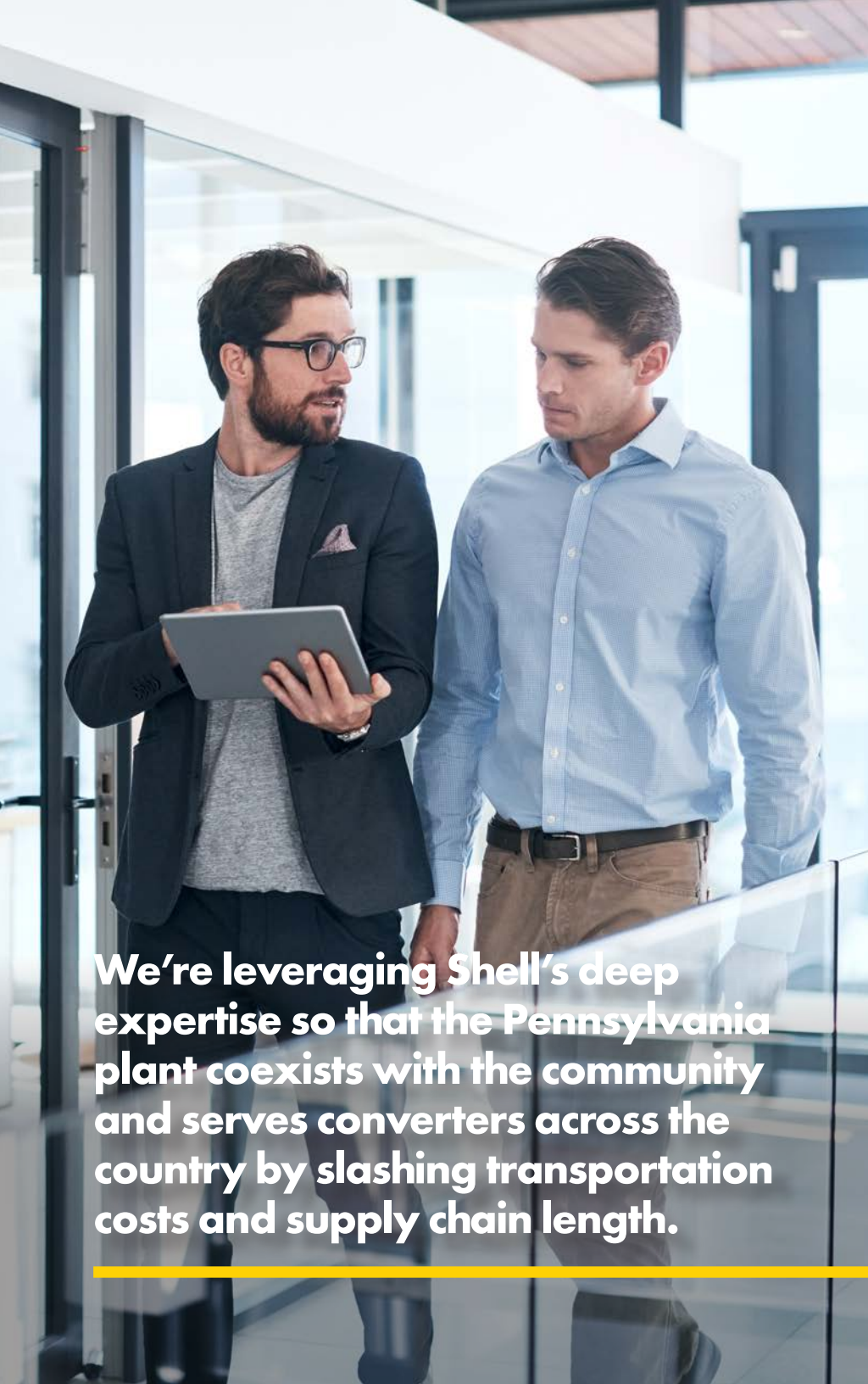
A typical polymers supply chain involves transporting polyethylene from the southern United States or Canada to the manufacturing plants that utilize it in the northeast. This distance creates an expensive, time-consuming shipping and delivery process that eats into profits and extends the polyethylene supply chain timeline.

Fortunately, this won't be the standard much longer. Shell Polymers is constructing a state-of-the-art manufacturing facility in Monaca, Pennsylvania to alleviate these geographic constraints and introduce a new option for US polymers converters.

This brand new site on the Ohio River will convert ethane into roughly 3.2 billion pounds of polyethylene per year enabling accelerated logistics for the majority of our customers. That means our new plant will reduce transportation time and provide our partners with shorter supply chains, more flexibility, and greater reliability.

Not only will Shell's plant improve business, it will improve the local environment as well. To undo the damage done by a zinc smelting site that contaminated the area for 85 years, Shell has contained pre-existing soil pollution, planted 300 trees, and secured erosion along the CSX rail line. Plus, we worked with Center Township Water Authority to construct a new water treatment facility that will test and treat water before releasing it into the Ohio River.





**We're leveraging Shell's deep expertise so that the Pennsylvania plant coexists with the community and serves converters across the country by slashing transportation costs and supply chain length.**

## Streamlining Business with Friction-Free Tools

Technology is the lifeblood of productivity in today's world. Unfortunately, many industries use legacy tools and systems that require repeated, manual input. That's why the Shell Polymers team is implementing state-of-the-art technology platforms to increase productivity and manage daily business tasks.

Our solutions will be specifically designed to streamline behind-the-scenes operational processes, so company experts are more efficient and can focus all their energy on our customers. The tools will also utilize a robust notification system to keep converters in the know proactively, so last-minute surprises can be reduced. Pairing our team of industry experts with technology like this will help converters prevent operational snafus and cut down on costly delays in their entire supply chain.

# Leading with Elite Industry Expertise

Shell Polymers is launching with an all-star team of Polymer Pioneers who will oversee the exciting developments that are coming down the pipeline. Over the last several years, we've rallied passionate industry leaders to accomplish our big goals. Together, they have over 750 years of polyethylene experience that our customers can leverage right in their backyard.

The combination of these expert teams will help us forge new kinds of relationships in the polyethylene industry. At the end of the day, they know supply chain improvements and progressive technology can only take you so far. In this business, and in any business, it's always the people that matter. Meet our team to see how we're changing the PE industry for the better.

## Stay Up-to-Date

Join our newsletter to find out how Shell Polymers will **Break the Mold** with tools, technology, and processes that deliver an unrivaled customer experience.

Sign up at [Shell.us/Polymers](https://Shell.us/Polymers)



### Emma Lewis

General Manager

Learn how Emma plans to deliver an unrivaled customer experience.



### Shaun Moore

Commercial Manager

Learn how we're building a world-class team from Shaun.



### Laura Chamorro

Global Marketing Manager

Learn how Laura will use her extensive PE experience to help converters get ahead.