

# Discover DOW

Together, the elements of science and the human element can solve anything. **Solutionism. The new optimism.™**



## Making the Holidays Special with STYROFOAM™ Brand Foam



**STYROFOAM™ Brand Foam** from Dow is a material that insulates our homes and saves energy, but it is also one of the world's most versatile and well-known craft products.

When it comes to crafts for the holiday season, **STYROFOAM™ Brand Foam** has been making the season special for more than 60 years. Whether it's used to make tree ornaments, holiday floral designs or handmade gifts, **STYROFOAM™ Brand Foam** from Dow has brought holiday cheer to families for generations.

For many, our first memories of holiday crafts are making Christmas ornaments from **STYROFOAM™ Brand Foam** — and kids still enjoy those fun and simple projects year after year. **STYROFOAM™ Brand Foam** is also in step with today's creative scene, complete with a dedicated website at [www.styrofoamcrafts.com](http://www.styrofoamcrafts.com). On this website, you can find fresh and innovative crafting ideas for seasonal crafts, holiday decorating, great gift ideas and much more.

To reach out to a new generation of media-savvy crafters, **STYROFOAM™ Brand Foam** is now featured on a variety of social media, including Facebook, the blog [Crafts 'n Coffee](#), [Twitter](#) and [YouTube](#). Check it out for

yourself this holiday season. Crafting with **STYROFOAM™ Brand Foam** can be a fun way to take a break from the fast pace of holiday preparations and create some memories by making trees sparkle, angels sing or snowmen smile.

### STYROFOAM™ Products are Blue, White and definitely Green

Many have seen **STYROFOAM™** brand insulation being installed on new or remodeled homes, with the familiar **BLUE™** color and Dow® diamond. **STYROFOAM™ Brand Foam** that's specially made for floral designs and crafting is either white or green in color. **STYROFOAM™ Brand Foam** can also be "green" in terms of environmental responsibility, not only because it increases energy efficiency, but also because it can be reused and recycled.

### 5 Ornaments in 5 Minutes

Watch our video "[5 Ornaments in 5 Minutes](#)" and learn how to make these five favorite, festive ornaments with paper, fabric, ribbons, buttons and balls of **STYROFOAM Brand Foam**.

