

bang

= CHEMISTRY =

explosion =

airbag

= watch out!

- rescue -

= CHEMISTRY =

calculation

life saving
measurements

verge

airbag
[deployment]

explosion

inflation

balloon

safety
belt
road
visibility
rain
slipperiness

braking

watch out!
road
rotatable
spinning

rescue

inflation

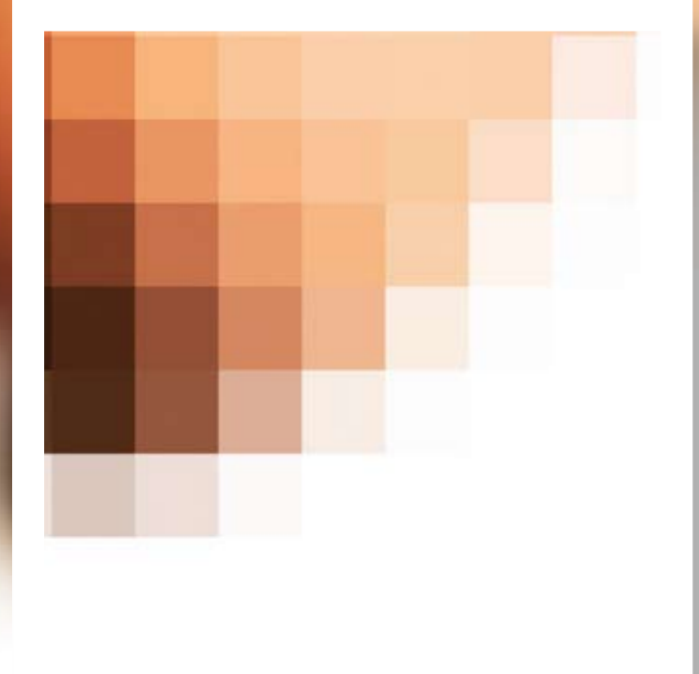
inflation

life saving

crash

N347

Chemistry = pffffff



crash

Driving rain on the freeway reduces visibility to almost zero. The windscreen wipers struggle. Then you feel it happen. The vehicle slides uncontrollably towards the grassy verge. It's pointless to fight against it. Shit, a tree. Bang! Your head slams into a soft inflatable pillow. Pffffff... Am I still alive?

balloon

The airbag is inflated instantly - thanks to an explosive substance. A small integrated circuit ignites this substance. The gases that are produced quickly inflate the airbag. The driver survives.

Chemistry is discovering

In your iPod, your Mars bar, your Nikes. Even in the chemical processes in your body. Chemistry continuously makes discoveries about everything. Don't stand on the sideline. Make it your game.

This campaign is an initiative undertaken by companies in the chemical sector, schools and universities. Like to know more??

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Chemistry is everywhere

