I won't go into the details, but you can easily use an already existing Polymer Component. Let's say you want a Google Map in your app:

```html
<!-- Polyfill Web Components support for older browsers -->
<script src="webcomponents.js"></script>

<!-- Import element -->
<link rel="import" href="google-map.html">

<!-- Use element -->
<body>
  <google-map latitude="45.780" longitude="4.842"></google-map>
</body>
```

There are a LOT of components out there. You can have an overview on https://www.webcomponents.org/.

Polymer also helps you build your own components:

```html
<dom-module id="ns-pony">
  <template>
    <h1>[[name]]</h1>
  </template>
  <script>
    Polymer({
      is: 'ns-pony',
      properties: {
        name: String
      }
    });
  </script>
</dom-module>
```

and use them: