Clariant International Ltd

https://www.clariant.com/en/Business-Units/Industrial-and-Consumer-Specialties/Bio-Based-Surfactants

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Clariant's VITA Range – Naturally Sourced Ethoxylated Surfactants & PEGs

PRODUCT/SERVICE BACKGROUND INFORMATION

Going Green can no longer be delayed.

Increases in the atmospheric concentration of greenhouse gases from burning fossil fuels, land use and other sources are the main human drivers of climate change.

The way we live generates much more CO_2 than can be absorbed by photosynthesis and other processes. The result is an imbalanced carbon cycle that causes climate disruptions.

One major challenge we face is the high share of fossil carbon in many consumer products. By replacing fossil carbon with green, biobased carbon, we can help restore the earth's natural carbon cycle.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Clariant is introducing our new VITA range of bio-based surfactants & PEGs.

VITA is another word for life — and our solution for the climate challenge. Our VITA surfactants are 100% bio-based, fully segregated and set a new standard in green surfactants.

Manufactured from Sugar Cane Molasses, our bio-sourced Ethylene Oxide is reacted with naturally sourced fatty alcohols to produce virtually the same ethoxylated surfactants, now with 100% Renewable Carbon Index.

A fully segregated value chain that is separate from the traditional fossil based ethoxylates ensures that 100% of the raw materials received come from renewable sources.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

VITA ingredients are designed for natural formulations and helps formulators to maximize the green carbon content of their products. The Chemical structure of VITA ethoxylates remain virtually identical to their fossil-based counterparts, facilitating formulators to switch to greener chemistry.

Due to the biogenic carbon uptake of their raw materials, our VITA surfactants are natural CO_2 savers. Instead of adding it to the atmosphere, they remove roughly 0.6kg CO_2 per 1kg of EO. Additionally, use of 1kton of a VITA non-ionic surfactant is the equivalent of removing over 3,000 barrels of crude oil from the global value chain, which would have been used to produce a fossil-based surfactant.