

**Title**

**What is sustainable?**

**The Ecotain® Concept and how renewable additives and building blocks contribute to making coatings sustainable.**

**Abstract**

Clariant offers a new range of renewable additives and building blocks to make overall sustainability contributions for the coatings industry. All novel products went through the Portfolio Value Program (PVP 2.0), a systematic, in-depth screening process using 39 criteria spanning the whole life cycle in 8 key sustainability areas:



The flagship label for sustainability excellence products and solutions at Clariant is EcoTain®. It highlights solutions offering outstanding sustainability advantages and add value to customers and the society in the key sustainability areas. Products with the label set benchmarks, exceed market standards in general and have best-in-class performance in one or several criteria. The new selection of renewable additives and building blocks are distinguished products made from 1<sup>st</sup> or 2<sup>nd</sup> Generation biomass and significantly contribute to mitigate climate change, to support the bioeconomy and circularity. They include polyglycol building blocks for resins, emulsifiers for polymerization and an array of additives for paints and colorants.