

Reducing Carbon Footprint with biobased paint additives and building blocks for the Coatings industry – Clariant’s VITA and TERRA concept!

Abstract

Reducing greenhouse gas emissions is undoubtedly one of the greatest challenges for society and for industry in this century.

With the European Green Deal of December 11th, 2019, the European Union has made climate neutrality, the circular economy and an environment free of hazardous substances the main goal and calls for the more sustainable use of scarce fossil resources. The chemical industry also wants to make its contribution by using renewable raw materials. One of the important raw materials for emulsifiers, wetting and dispersing agents and building blocks for resins are ethylene oxide derivatives.

There are first developments of a new range of raw materials for the European market based on renewable raw materials and originating from a segregated supply chain. Clariant offers products from the segregated supply route with the brand denominator “SG VITA”. Those products are almost identical to fossil-based raw materials; yet they provide a carbon emission saving in comparison to the conventional counterpart enabling the reduction of Scope 3 emissions in the supply chain.

This will help companies to reduce their carbon footprint as well as reduce costs in the long run in view of expected financial schemes from the European Union that address taxes on Scope 3 emissions. The reduction of dependence from fossil-based materials is another core benefit by using biobased raw materials.

An alternative approach would be applying the mass-balanced approach, in renewable or recycled materials such as biowaste are mixed with fossil materials. The addition of certified biobased volumes needs to be closely monitored in order to comply with the biobased mass-balance certification guidelines. This process enables companies to gradually increase their share of biobased and circular feedstock respectively to make credible claims regarding their contributions to the circular economy. Clariant is offering the mass-balanced products with the brand denominator “MB TERRA”

Clariant clearly converts sustainability into its main strategic pillars by offering the mass-balanced as well as biobased surfactants and polyglycols. By doing so, the company positions itself among the front-runners of companies that offer solutions to significantly reduce carbon footprint enabling companies to pass on CO₂ emission saving along their supply chain.

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