

Session: Converting and Processing
Presentation by: Lawrence Theunissen
Reverdia (NL)

Title: **Embedding biobased solutions into traditional value chains**

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Curriculum:

Since 2011 Lawrence works for Reverdia as Manager Application Development. As such he works within the Commercial team, acting as the interface between the market and internal and external R&D teams. Lawrence Theunissen joined DSM in 2002 and since then managed application development activities for various business units in research and innovation environments. He received a bachelor's degree in Mechanical Engineering (focus on plastics technology) from University of Applied Sciences, Heerlen, the Netherlands. After graduating he worked in the field of virtual product design and application engineering (CAD/CAE). After joining DSM in 2002 he completed various courses in polymer chemistry and polymerisation.

Abstract:

For many years, monomers and polymers from renewable resources have been the subject of extensive research and development programs, and for some of these technology has progressed to the point where availability (scale) and economics (price) meet commercially acceptable levels. Reverdia's sustainable succinic acid, branded Biosuccinium™, is an excellent example of this.

Following the technology developments, these renewable chemicals and materials are now also enjoying a steadily growing interest from many industry sectors, such as packaging, agriculture, automotive, and building and construction. The drivers for increased sustainability vary, from corporate sustainability targets, differentiated performance of biobased polymers, fluctuating oil prices, or simply by the overall desire to reduce our impact on the environment. Also, the perceived sense of urgency ranges, from very intense and leading this change, to reluctant and "being prepared" for the inevitable to come.

In one way or another, many companies are aiming to be more sustainable, while at the same time many are struggling to implement it into their operations; identifying suitable materials and their suppliers, understanding the potential value, and determining how to communicate on biobased content, carbon footprint, etc.

Reverdia is supporting the value chain by creating supply (by enabling biobased polymers), creating demand (create interest and define the value proposition), and bringing together these two into a connected value chain

The presentation will illustrate this with a number of real life cases.
