

Session: Biobased chemicals become polymer materials  
Presentation by: Hans Ridderikhoff  
Croda (UK/NL)

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Title: **Adding value to speciality chemicals with biobased resources**

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Curriculum:

Academic Background:

Graduation: Master degree (1988)  
Course: Organic Chemistry  
Institution: University of Leiden, The Netherlands

Executive Programme in Strategic Management, Rotterdam School of Management (2008)

Professional Experience

2010-present: Croda, Global Research & Technology Manager for Coatings & Polymers, and responsible for new Technology acquisition for Croda's Performancer Technology businesses

2004-2010: Croda, Technical Marketing Manager Coatings & Polymers  
Innovation management: managing the technical service & application development team, new product development and launching.  
Strategic marketing for SBU: market scan, identifying growth markets and opportunities, segmentation, developing market segments strategies.

2000-2003: Uniqema, Lubricants  
Senior Applications Manager for Industrial Lubricants

1998-2000: Witco / Crompton  
Industry Manager Industrial Lubricants

1990-1998: Quaker Chemical  
Product Manager and Technical Service Metalworking Lubricants

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Abstract:

Croda is a speciality chemicals company developing, producing, selling high value solutions in multiple markets such as Personal Care, Life Sciences, Lubricants, Plastics, Oilfield and Coatings. The products do not only offer performance benefits in targeted applications but bring in most cases clear sustainability benefits as well. Ca. 2/3 of our global product portfolio is actually from biobased origin.

In this presentation we explain Croda's approach to sustainable product design considering not only the renewable content of the product, but the 12 principles of green chemistry and specifically the benefits in use as well.

Several examples will be given how nature provides us with chemical structures that are useful to extract, refine and derivatise to develop novel performance chemicals. Some applications within Biobased Performance Materials will be highlighted.

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