AkzoNobel and partners to explore use of waste as chemicals feedstock

AkzoNobel is part of a major Dutch partnership working with Canada’s Enerkem to explore the use of waste streams as a feedstock for chemical production and the development of waste-to-chemicals facilities.

The collaboration features a number of industry and semi-governmental partners looking to benefit from Enerkem’s proprietary technology that converts waste into synthesis gas – a common starting material for products such as methanol and ammonia.

“Given the growing concerns over raw material and energy scarcity – the need to innovate and develop less traditional solutions is becoming ever more important,” said Werner Fuhrmann, AkzoNobel’s Executive Committee member responsible for Speciality Chemicals.

“To accelerate these innovations we are entering into strategic partnerships, all focused on replacing non-renewable raw materials, which could have major environmental benefits.”
Aimed at closing the loop by converting waste back into useful products, the initial partners are AkzoNobel, Enerkem, the investment and development agency for the Northern Netherlands (NOM), Groningen Seaports, Rotterdam Partners and InnovationQuarter. The partners plan to test various local waste streams, including residual municipal and agricultural waste.

“By making synthesis gas from waste, we will have a sustainable and cost-effective feedstock for the chemical industry which would be fully in line with our Planet Possible approach to sustainable manufacturing,” explained Peter Nieuwenhuizen, AkzoNobel’s Director of Innovation and Partnerships.

Vincent Chornet, President and CEO of Enerkem, added: “We are pleased to be working with AkzoNobel and partners to further demonstrate Enerkem’s ability to recycle the carbon contained in non-recyclable waste into renewable chemicals. These chemical building blocks hold countless potential applications, and with our combined efforts to develop waste-to-chemicals facilities in Europe, the shift towards a circular economy now appears to be truly within reach.”

Waste remains a problem in many regions and is generally regarded as being under-utilised for the production of chemicals. The advantage of Enerkem’s proven conversion process is that it is complementary to existing technologies, such as recycling and anaerobic digestion.

The goal is to create a group of partners that all make a unique contribution – waste management companies to provide the waste feedstock and processing capacity, financial parties to arrange funding, end-use chemical companies to handle production and customer sales, and government to facilitate regional investment. Other interested parties are also welcome to join the collaboration.

Within the next two to three years, the partners are aiming to have a plant in Delfzijl or Rotterdam (or both) become the first in Europe to utilise the new technology.

Source: AkzoNobel, 12 November
Axalta’s Turkish manufacturing centre in Sekerpinar.

“While the students can learn how to link theory to practical work during their time with us, we will gain value-adding perspective through our close collaboration with them. This programme has great potential for everyone involved.”

“Axalta is a firm believer in the power of innovation and we’re passionate about nurturing young talent. We see collaboration between industry and academia as being absolutely vital, as it can ensure a continued source of innovation in the knowledge-based economy of the twenty-first century,” says Heinz Stolz, Director of Axalta’s refinish businesses across Turkey, the Middle East and Africa. “It is with this goal in mind that we are eager to mentor the leaders of tomorrow in order to build the expertise and graduate skills that will meet employer objectives.”

The joint programme will be coordinated with Sabanci’s School of Management and allows participating students to take on actual projects at Axalta that are relevant to their studies and to the company. With Axalta’s growing footprint in Turkey, the company can offer students projects in manufacturing, management, sales or customer service, ensuring that students meet their course requirements, find the best match for their area of study and contribute to Axalta’s operations at the same time.

Dr. Yusuf Soner from Sabanci University says, “The breadth of Axalta’s activities in Turkey forms the basis of an excellent relationship between our school and the company. In addition, Axalta’s global reach means participating students will be able to gain insight into the workings of a truly multinational company. Not only that, they will also see what working life is like in a company that is active in an exciting industry sector and that uses strong R&D as the basis for developing commercial opportunities.”

Nurgün Kavlak, Head of Human Resources for Axalta in Turkey, says: “While the students can learn how to link theory to practical work during their time with us, we will gain value-adding perspective through our close collaboration with them. This programme has great potential for everyone involved.”

At the end of each project, students will be required to produce a report for Axalta using the latest management methodologies and analytical techniques. This report will also satisfy course requirements for the student degree programme.

The Axalta education programme with Sabanci University is not a one-off activity, but forms part of a growing range of global education programmes that Axalta has set up together with academic institutions around the world.

Source: Business Wire, 11 November
Reverdia

Reverdia has earned the USDA Certified Biobased Product Label for its Biosuccinium™ bio-succinic acid. The USDA Certified Biobased Product Label verifies that the product’s amount of renewable biobased ingredients meets or exceeds levels set by USDA. Biobased products are finished or intermediate materials composed in whole or in significant part of agricultural, forestry, or marine ingredients.

The label verifies that Biosuccinium™ bio-succinic acid is 99% biobased. Bio-succinic acid has applications in a variety of markets, such as biopolymers, polyurethanes, resins and plasticisers for end products including footwear, paint and packaging.

Marcel Lubben, President of Reverdia said, “Reverdia is committed to developing the biobased market so we’re very proud to display this certification on Biosuccinium™, the most sustainable choice of bio-succinic acid, commercially produced from non-GMO feedstocks.”

All biobased amount claims are verified by independent labs and monitored by the USDA. Consumers should feel secure in the accuracy of the biobased amount and be empowered in making better informed purchasing decisions.

“We are proud that Reverdia has earned the USDA Certified Biobased Product Label,” said Ron Buckhalt, USDA BioPreferred Programme Manager. “Biobased products add value to renewable agriculture commodities, create jobs in rural communities and help decrease reliance on non-renewable petroleum.”

Source: Reverdia, 4 November

BASF

BASF’s Coatings division has once again proven its design competency. The BASF designers, along with the Raum Mannheim agency, have received the “Red Dot Award: Communication Design 2014” for the design of their “Under the Radar” Global Colour Trend Book. The award was presented at the Berlin Konzerthaus on October 24, 2014. The Red Dot Award is one of the world’s most prestigious design prizes and is granted annually by the Design Zentrum Nordrhein Westfalen.

Every year, BASF publishes a trend book exclusively for its automotive customers. It presents the latest automotive colour trends from Europe, Asia Pacific and North America. The trend book also describes the social trends and developments observed by the BASF designers that they
use to determine the colour trends. It serves as a tool for the designers of the automotive manufacturers, offering both information and inspiration.

“We are very proud of the distinction. It strengthens the BASF brand in the global design industry and demonstrates that we have our finger on the pulse of our time with our colour developments,” said Astrid Van der Auwera from the global design team of BASF’s Coatings division. “With the trend book we are paving the way for future-oriented design solutions and approaches.” The designers received the same award for a previous edition of the trend book in 2012. This year’s Red Dot Award is the fourth design prize received by BASF’s Coatings division in the area of customer communication.

What makes the trend book so extraordinary is the fact that it visualises the colour trends with originally coated colour samples. “This allows us to make the fascination of colour a real experience and illustrate to our customers the effect a coating can have,” explained Mark Gutjahr, head of Design Europe at BASF’s Coatings division. “For the trend book, the way the colour, effect and surface interact is a key factor.”

The trend book also highlights BASF’s capacity to think interculturally and to offer the coatings for specific markets. “Drivers for colour trends may be global, but when we translate them into colour, we have to gear them to brand recognition, market development and consumer behaviour in the respective regions,” said Van der Auwera. For this reason, the trend book always takes both global and regional colour themes into consideration.

Source: BASF, 10 November

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**Bodycote**

Bodycote, the world’s largest thermal processing services provider, has announced the signing of an eight-year agreement with Messier-Bugatti-Dowty (Safran Group), the world leader in aircraft landing and braking systems.

Under the agreement, Bodycote will provide thermal spray coating services for major commercial and military airframe component programmes, including the Boeing 787 and Airbus A350.

Thermal spray coatings are used to prolong the working life of critical components and provide in-service protection from factors such as abrasion, temperature and wear.

Bodycote’s core business is to provide services that protect and improve the properties of metals and alloys. This in turn improves the material properties of components, extending
their operational life and making them safer. The company plays a vital role in the aerospace supply chain.

Source: Bodycote, 10 November

Hardide

Hardide Coatings has invested a six-figure sum in its UK manufacturing facility – increasing its installed capacity by nearly 50% to cope with growing demand for its range of nanostructured tungsten carbide coatings.

The installation of a third large capacity reactor is part of an investment programme which will also recruit up to three additional operations staff to meet increasing demand from existing and new customers at its plant in Bicester, Oxfordshire.

Philip Kirkham, CEO of Hardide Coatings said: “The installation of a third large capacity reactor at our plant in Bicester will enable us to increase production volumes while continuing with the development of new coating technologies and applications. As industries move in to more challenging and harsher environments, there is an increasing need for technologies which protect and extend the life of equipment and our coatings are proven to solve difficult problems while delivering dramatic improvements in component life.”

Source: Hardide, 12 November

DuPont Titanium Technologies

DuPont Titanium Technologies, part of the company’s Performance Chemicals segment, has announced that it remains on track to complete the planned expansion of its existing high-efficiency, low-cost titanium dioxide (TiO2) facility in Altamira, Mexico, in 2015, and begin production at the plant in 2016. According to DuPont, the new plant will enable the company to improve the efficiency of its TiO2 production and increase its flexibility to adjust its production output up or down to respond to global demands.

Annual global TiO2 market growth tracks global GDP, requiring about 150,000 to 200,000 metric tonnes of additional product to serve the marketplace each year.
“Based on our current market outlook, we expect demand to increase gradually in the 2016-2018 time frame. DuPont Titanium Technologies will leverage the cost advantage of its Altamira facility at start-up in 2016 and continue to manage its production assets in order to remain well-positioned to deliver high-quality titanium dioxide to meet the ever changing needs of our customers,” said BC Chong, president DuPont Titanium Technologies.

Source: European Coatings, 12 November
IRL is pleased to announce the launch of a new edition of its regional title *A Profile of the Central European Paint Industry*. This fully updated report provides market data for 2013 and forecasts for 2018, and gives an overview of the paint industry trends across 14 countries in the region.

*Available as a full report or in country/market sections*

*Forms part of our Global Online Database Package – Please contact us for further details*

The total market for paints and coatings in Central Europe was over 1.3 million tonnes in 2013, and is forecast to rise to more than 1.5 million tonnes by 2018. This is equivalent to an average annual growth rate of 2.9%.

On a country-by-country basis, Poland is by far the largest national market, accounting for nearly 41% of total demand. Poland, as well as the medium-sized markets of Hungary and Romania, are predicted to show good growth rates underpinned by their progress in transformation to market-oriented economies, rising GDPs and living standards. The smallest markets in terms of paint demand, the Balkan countries Montenegro, Kosovo, Macedonia and Albania, are largely sustained by imports.

Architectural and decorative coatings for consumer and professional uses account for around 58% of the total market, although this proportion varies from country to country. This segment is predicted to evolve at a slow rate due to the slow pace of development of the construction industry in the region.
Growth is forecast to be highest in the industrial wood and plastic coatings segments. The industrial wood coatings segment in Central Europe is boosted by the development of the furniture sector in the region, supported by international demand. The use of plastic coatings is growing in the automotive and electronics sectors, attributable to the recent investment into these end-use industries and also the increasing usage of plastic materials in automobile and consumer electronics manufacturing.

‘A Profile of the Central European Paint Industry’ gives an insight into the market changes in the past few years, as well as outlining the key trends affecting the decorative and industrial coatings segments for each individual country covered. The scope of the study covers Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Kosovo, Macedonia, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia. It provides 2013 market data on nine mainstream paints and coatings segments: architectural/decorative, industrial wood coatings, protective coatings, marine coatings, automotive OEM coatings, automotive refinishes, powder coatings, general industrial coatings and plastic coatings. Forecasts on these are also presented for the year 2018. The cost of the full report is €4,500 (four thousand five hundred euros).

Sections of the report, priced individually, will soon be available to purchase online at our website:

www.informationresearch.co.uk

- The Central Europe Paints report is also available as part of IRL’s Global online database system called Enterprise, which will from now on form a key part of its services to the paints and coatings industry and its affiliates.
- IRL’s database provides a comprehensive and fast tool that enables clients to analyse all data available efficiently and to every desirable level of detail.
The regional PDF reports remain a complementary, qualitative offering to the database, and will from 2014 onwards be updated on a biannual basis.

Database updates following the latest industry feedback and showing up-to-date forecasts are planned to be published biannually, with live updates throughout the year.

Historic, current and 5-year forecast data will be available in an online pivot table format.

Users can create data tables to their own designs and needs and compare data across different regions and countries.

For more information on this and our other reports, please contact Cathy Galbraith at: cgalbraith@brggroup.com

Coating Update by Email (CUBE) is a free weekly news digest of the latest business news and events in the global paints and coatings industry, and is published in-house by specialist coatings research company IRL.

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