POWDURA ECO
PUTTING WASTE TO WORK

Aliette Brochier, Business Director General Industrial - EMEAI
$22.1 billion 64,000+ 5,000+
2022 Net Sales Employees Stores and Branches
31% 120+ 136
PERFORMANCE PAINTS GROUP THE AMERICAS GROUP
57%
PERFORMANCE PAINTS GROUP THE AMERICAS GROUP
INDUSTRY-LEADING PORTFOLIO OF BRANDS
Our presence in Europe

We directly employ **2,500 people** across **25 manufacturing sites** and operate **53 blending facilities** in Europe.

- Vantaa, **Finland**
- Tournus, **France**
- Thouars, **France**
- Dresden, **Germany**
- Mannheim, **Germany**
- Vahingen, **Germany**
- Ballinamore, **Ireland**
- Minerbio, **Italy**
- Pianoro, **Italy**
- Orbassano, **Italy**
- Civitanova Marche, **Italy**
- Romano D’Ezzelino, **Italy**
- Lelystad, **Netherlands**
- Hendrik-Ido-Ambacht, **Netherlands**
- Brodziszewo, **Poland**
- Dębica, **Poland**
- Piotrkow Trybunalski, **Poland**
- Bello, **Sweden**
- Märsta, **Sweden**
- Grünningen, **Switzerland**
- Bolton, **United Kingdom**
- Sheffield, **United Kingdom**
- Biggleswade, **United Kingdom**
- Liverpool, **United Kingdom**
- Deeside, **United Kingdom**
Corporate Sustainability

Our 2030 Sustainability Goals and an overall acceleration of our Sustainability Journey

ENVIRONMENTAL FOOTPRINT
Doing our Part for the Planet

- Reduce absolute Scope 1 and 2 greenhouse gas emissions by **30%** by 2030
- Increase renewable energy to **50%** of total electricity usage by 2030
- Increase operational energy efficiency by **20%** by 2030

SOCIAL IMPRINT
Elevating a Culture of Safety, Inclusion and Community

- Reduce ergonomic injuries by implementing two ergonomic interventions per year in each manufacturing site
- Increase women in management roles to **30%** by 2025, compared with **26%** in 2020
- Increase under-represented racial/ethnic groups in U.S. management roles to **30%** by 2025, compared with **26%** in 2020

PRODUCT BLUEPRINT
Driving Sustainability Through Innovation

- Implement Sustainability by Design process across the enterprise in 2021
- Establish baseline for “sustainably advantaged products” in 2021 and develop plan for expanding this product portfolio in the future
- Develop consistent process in 2021 for measuring and assessing Scope 3 emissions
Sustainability by Design Stage-Gate Process

**STAGE 1 OPPORTUNITY**

Deliverable: Define Product Concept

- Desired sustainability attributes?
- Desired sustainability claims?

**STAGE 2 FEASIBILITY**

Deliverable: Technical approach Model formula / design space

- Validation methods for sustainability attributes
- Likely to deliver desired sustainability goals?

**STAGE 3 DEVELOP**

Deliverable: Install Final Formula(s)

- Document validation of sustainability attributes on final formulas.

**STAGE 4 COMMERCIALIZATION**

Deliverable: Release for shipment/sale

- Complete and publish 3rd party validation of sustainability attributes.
- Re-validate any changes and verify Sustainably Advantaged determination.

**STAGE 5 AUDIT**

Deliverable: Marketing debrief

- Were the desired sustainability goals met?
- Sustainability maintenance plan.

SUCCESSFUL LAUNCH

**Sustainability by Design**

**GATE 1**

**GATE 2**

**GATE 3**

**GATE 4**
Customer Demands

- ✔ Same quality & performance
- ✔ Lower CO2 eq. to reduce scope 3 to meet customers’ sustainability goals
- ✔ Need for education, standardization and methods
- ✔ Avoid greenwashing, need certification
- ✔ No green premium
Sustainability Momentum

Corporate Involvement
Corporations are stepping up to sustainability, changing both the economic & retail landscape.

Government Action
Sustainable legislation aimed at cleaning up the earth will impact global economies and influence production & distribution practices.

Consumer Demand
Consumers see the impact of their purchases on the world and their health & want to make more sustainable choices.

GLOBAL WARMING

PLASTICS POLLUTION
Powdura Eco Powder Coatings

- Plastic waste transformed into powder resin
- Polyester resins contain **25%** Pre-consumer & Post-consumer recycled PET (**rPET**)
- Every kg of finished powder coating contains the equivalent of approximately **35** plastic bottles (Polyesters)

PUTTING WASTE TO WORK
PET Recycling Process

Pre-consumer & Post-consumer plastic collected & sent to a recycler

Collected waste sorted, washed, dried & chopped into flakes

Flakes melted, extruded and pelletized

Recycled PET pellets acquired by resin manufacturer & used in synthesis of PET resin

Powder-based coating manufactured & sold to industrial customers

Used on a wide range of applications
Global Warming Potential

• Powdura® ECO line of coatings has a lower Global Warming Potential (GWP) versus the control baseline formulas

• Calculations* derived from externally validated and publicly available EPDs show that Powdura® ECO has an avg. GWP of 3.84 kg/CO2 eq. compared to an avg. GWP for S-W conventional polyester powder product 4.39 kg/CO2 eq. **

• Powdura® ECO has a lower bake temperature compared to conventional powder products. This means approx. a 10% energy saving for the customer

* Cradle to Gate
** Link to the EPD: EPD10454.pdf (nsf.org), EPD10672.pdf (nsf.org)
Disclaimer: Calculations derived from publicly available EPDs
Policies to Support

**ECONOMIC INCENTIVE**: The EU should put in place a framework that provide tax incentives or subsidies on products with substantial lower environmental footprint to encourage businesses to move towards green premium alternatives.

**SAFE & SUSTAINABLE BY DESIGN**: The Powdura ECO case study is a great example to be shared for safe and sustainable by design, providing more confidence in the safety of chemical products as well as environmental benefits while accelerating the transition towards a circular economy and climate-neutral society.

**LIFE CYCLE ASSESSMENT**: The EU should continue to work on a framework to establish LCA methodologies assessing the environmental footprints for various product types to raise customer and consumer awareness.
THANK YOU