

Evonik supports its customers to make more sustainable coatings and inks

- New holistic sustainability strategy goes beyond Evonik's product portfolio
- Evonik addresses seven handprint effects to benefit the entire value chain
- 'Sustainability goes deeper than the surface' approach focuses on formulation and final product

Essen, Germany. Sustainability in the coatings and inks industry is often reduced to "bio-based solutions." However, to evaluate a coating's true environmental impact, many more aspects need to be considered than only assessing if a solution is "bio-based." To address this challenge, Evonik has developed a strategy that goes far beyond its own additives by putting the formulation and the final product itself as the focus of all its activities. Under the claim "Sustainability goes deeper than the surface," Evonik's Coating Additives business line introduces its new holistic approach to sustainability that minimizes the environmental footprint and maximizes the handprint of the final coating.

Sustainability is about the consistent viability of saving time, materials, and energy

"Sustainability is about so much more than just being green," says Gaetano Blanda, Head of Evonik Coating Additives. "It's about the consistent viability of saving time, materials, and energy. We are convinced that to produce truly sustainable products the formulation itself must be more environmentally friendly and safer." Accordingly, Evonik Coatings Additives bundles its new sustainability approach into seven so-called handprint effects. "The handprint of a product is the difference between an established and an improved condition of a single environmental impact," describes Tim-Frederic Sloom, Head of Sustainability at Evonik Coating Additives. "For example, when our product enables the formulator to significantly reduce the VOC content in a coating's footprint – then the difference to the VOC content in the reference coating is the handprint of our additive." The business line has defined seven different effects which outline potential handprints for its products and solutions. These seven handprint

16 March 2022

Main press contact

Thomas Lange
Head of Market Communications
Coating Additives business line
Phone + 49 201 173-3050
thomas.lange2@evonik.com

Alternative press contact

Katja Marx
Head of Market Communications
Specialty Additives
Phone +49 6181 59-13831
katja.marx@evonik.com

Evonik Industries AG

Rellinghauser Straße 1-11
45128 Essen
Germany
Phone +49 201 177-01
www.evonik.com

Supervisory Board
Bernd Tönjes, Chairman
Executive Board
Christian Kullmann, Chairman
Dr. Harald Schwager, Deputy Chairman
Thomas Wessel, Ute Wolf

Registered Office is Essen
Register Court Essen Local Court
Commercial Registry B 19474

effects influence different steps of the value chain – from the manufacturing, via the end use of coated or printed articles to the disposal or recycling.

The role of handprints in the coatings industry

There are four handprint effects that focus mainly on the formulation and application step of coatings and inks. These four effects are “Safe Use,” “Production Efficiency,” “VOC Reduction,” and “Sustainable Feedstocks.” Concerning safe use, Evonik’s Coating Additives team proactively carries out individual actions to reduce safety related risks of its portfolio, for example by replacing hazardous components. To improve production efficiency, solutions are offered that optimize and reduce the amount of material and utility needed from customers, for example by reducing energy usage during the grinding step of a formulation. Providing solutions for VOC reduction is already a core competency of Evonik, and the existing portfolio of additives and resins that serve this purpose is continuously expanded. The increasing number of bio-based products included in Evonik’s portfolio further addresses the growing need to replace fossil raw materials with more sustainable feedstocks.

The next two handprint effects of “Durability” and “Labels/Compliance” have their highest relevance in the end use phase of coated articles. A more durable coating significantly reduces the need for maintenance or replacement, resulting in substantial savings of raw materials and emissions. Evonik’s high-performance additives improve corrosion, scratch, and/or burnish resistance. To address the “Labels/Compliance” effect, Evonik’s regulatory experts evaluate the suitability of relevant products for compliant coatings and inks, providing customers with extensive regulatory information for the whole portfolio.

The seventh and last handprint effect, “Circular Solutions”, focuses on the end of life of coated and printed articles. As a key member of Evonik’s Circular Plastics Program, the Coating Additives business line focuses the development of its portfolio on circular solutions for paints, coatings and inks.

Minimizing the footprint

Besides maximizing the handprint, the Coating Additives business also minimizes its footprint throughout all its processes by using resources more efficiently and reducing emissions.

For that purpose, a comprehensive Portfolio Sustainability Assessment (PSA) using the framework of the World Business Council for Sustainable Development (WBCSD) is carried out. Based on the PSA, it is possible to identify products that have a clear positive sustainability profile, which are then named as “Next Generation Solutions.” It is also possible to identify products with critical sustainability profiles and initiate actions to improve the profile. As of today, approximately 50% of Evonik’s coating additives portfolio are classified as next generation solutions.

Reduction of greenhouse gas emissions

Evonik’s efforts to reduce its own greenhouse gas emissions also includes increasing the transparency of its processes. This is done by monitoring the specific energy use and material streams at individual production sites and by Life Cycle Assessments (LCAs) on a product level. In a next step, experts from Evonik’s Technology & Engineering department will also identify the most attractive reduction potentials and carry out projects to realize them. “Our holistic approach enables our customers to contribute to a much more sustainable coatings and inks industry,” added Tim-Frederic Sloot.

The Coating Additives business line’s sustainability approach is part of the entire Evonik group’s overall Sustainability Strategy 2020+. This strategy is based on ambitious targets and key activities to translate them into measurable actions. Sustainability forms an integral part of the strategy and commercial activities of all business lines at Evonik with the company systematically focusing on the impact of its business activities along the entire value chain and based on the UN’s Sustainable Development Goals.

Evonik is one of the leading companies in the chemical industry for sustainability, backed up by the results of some of the most

important independent rating and ranking agencies (for example, EcoVadis, ESG leaders index, CDP).

Company information

Evonik is one of the world leaders in specialty chemicals. The company is active in more than 100 countries around the world and generated sales of €12.2 billion and an operating profit (adjusted EBITDA) of €1.91 billion in 2020. Evonik goes far beyond chemistry to create innovative, profitable and sustainable solutions for customers. About 33,000 employees work together for a common purpose: We want to improve life today and tomorrow.

About Specialty Additives

The Specialty Additives division combines the businesses of versatile additives and high-performance crosslinkers. They make end products more valuable, more durable, save more energy and simply better. As formulation experts in fast growing markets such as coatings, mobility, infrastructure and consumer goods, Specialty Additives combines a small amount with a big effect. With its 3,700 employees the division generated sales of €3.23 billion in 2020.

Disclaimer

In so far as forecasts or expectations are expressed in this press release or where our statements concern the future, these forecasts, expectations or statements may involve known or unknown risks and uncertainties. Actual results or developments may vary, depending on changes in the operating environment. Neither Evonik Industries AG nor its group companies assume an obligation to update the forecasts, expectations or statements contained in this release.