



“Different Strokes for Different Folks”

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“Compare and Contrast”

●▶ Two Case Studies

●▶ Fuel Additives

●▶ Personal Care



●▶ Challenges Facing Smaller Companies

●▶ Issues of formulation



Case Study 1 – Fuel Additives

- ▶ DCI-11 – corrosion inhibitor for ethanol fuels
 - ▶ Critical to avoid engine damage
 - ▶ Delivered into ethanol at 30ppm
- ▶ Changes to biofuel definitions
 - ▶ Move from chemistry to GHG savings
 - ▶ Taxes/Mandates linked to CO₂ / GHG savings
- ▶ Carbon has direct quantifiable monetary value !



Upstream and Downstream



●▶ Upstream

- ▶ How much carbon is released in manufacture and use ?
 - ▶ 1.49 tes CO_{2eq}/ te product (gasoline is 2.4 tes/te)

●▶ Downstream Benefit

- ▶ How much carbon can the product save because it changes downstream products or processes ?
 - ▶ One tonne of gasoline requires volume of DCI-11 which will contribute 4.5g CO₂
 - ▶ Saving by enabling E10 ethanol blended fuel
 - 96 kg CO₂ per tonne
- ▶ Enables benefit of over 20,000 x its “carbon cost”

Case Study 2 – Personal Care



- ▶ Surfactants for moisturisers and shampoo
 - ▶ New product, excellent properties
- ▶ Enormous data requests from customers
 - ▶ Everything from performance properties
 - ▶ To child labour and carbon footprint
- ▶ But, where's the value ?
 - ▶ Consumers are still on 'natural' and 'organic'
 - ▶ Is this any more than just (expensive) PR ?
 - ▶ Will consumers ever have the incentive ?





Challenges Facing Smaller Companies

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Especially Formulators !

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Challenges

- ▶ Cost and return on investment
- ▶ Resources – critical mass & technical skills
- ▶ Overwhelming Standards / Certification
 - ▶ Making Perfection the Enemy of Good
- ▶ Reliance on Upstream
 - ▶ Fragile chain – dependent on inputs
 - ▶ Small companies being badly treated
 - ▶ Formulators add just 1-2% CO₂
 - ▶ Protection of confidential business information



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