

# Adding value by bio-based PVB

***kuraray***

**Mowital®**

# Discover our bio-based PVB resin solutions!

Sustainability is not just a trend; it is the future. Our latest bio-based PVB resin products offer an environmentally friendly alternative to help you achieve your sustainability goals. Why choose bio-based PVB resin?

Reduced  
CO<sub>2</sub> footprint

Sustainable  
raw materials  
through ISCC  
PLUS-certified  
mass balancing

High quality  
and  
performance

## ISCC PLUS CERTIFICATION – YOUR GUARANTEE FOR GENUINE SUSTAINABILITY

Our bio-based PVB resin products are certified according to the ISCC PLUS standard. This means:

Responsible  
resource  
utilization

Verifiable  
CO<sub>2</sub> reduction

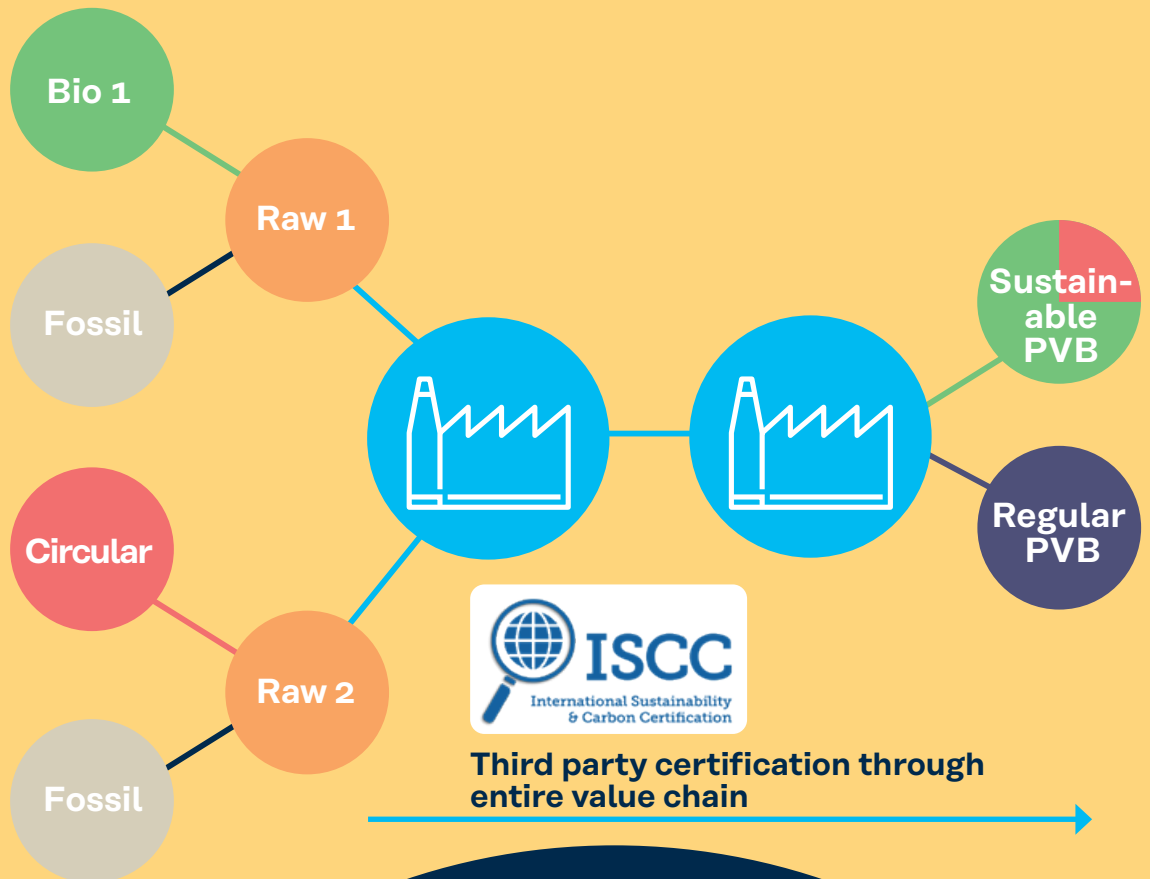
Transparent  
supply chain with  
mass balancing

## SUSTAINABLE BENEFITS FOR YOUR COMPANY:

- Competitive advantage – Meet increasing environmental requirements and customer demands.
- Reduced environmental impact – Lower your CO<sub>2</sub> emissions with certified, sustainable products.
- Brand enhancement – Position your company as a pioneer in sustainable solutions.

# Traceable mass balancing

Traceability through ISCC PLUS certification



**Mass balance** is the general name for several methods for tracking the input of sustainable materials in production and to gradually shift away from virgin fossil to renewable/recycled raw materials. All methods rely on the same basic principle: separating renewable and fossil materials in bookkeeping while mixing them in production.

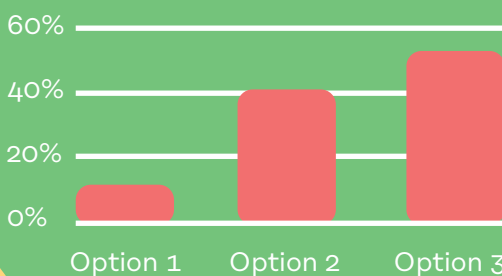
**Non mass balancing** requires specialized equipment, which is highly integrated in the chemical industry. Therefore, mass balance is the enabler for sustainable products.

# Future outlook – If mass balancing is adopted

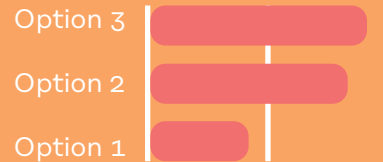
The climate impact over a 100-year period is 4.17 kg CO<sub>2</sub>-eq per kg of MOWITAL®



## CO<sub>2</sub> reduction in MOWITAL®



## Expense increase for MOWITAL®



## Advantages of the variants:

### Standard -10% CO<sub>2</sub> reduction

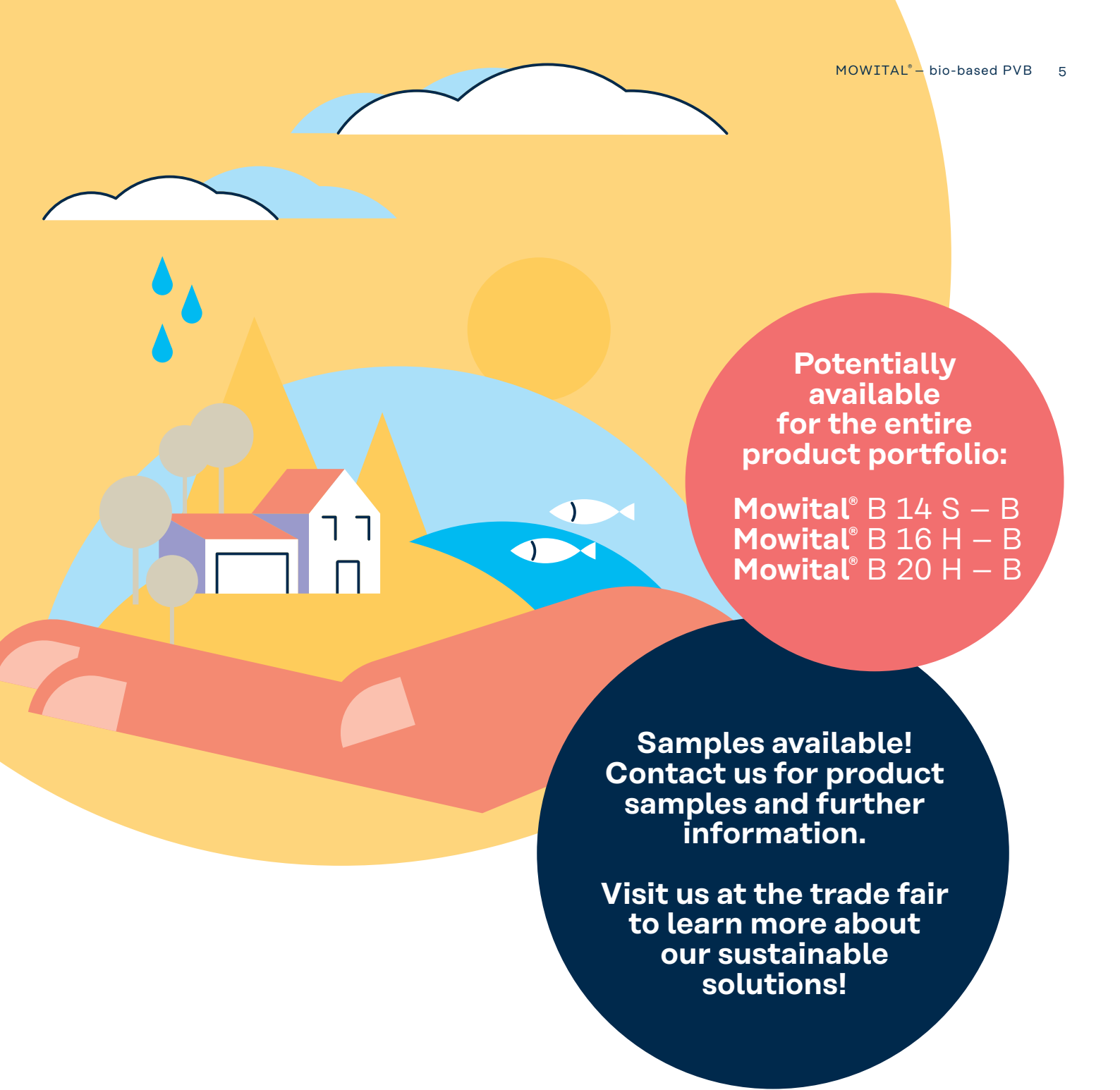
- Introduction to the world of bio-based materials

### Premium -40% CO<sub>2</sub> reduction

- Greater sustainability through improved bio-based content
- Optimal balance between performance and environmental benefits
- Suitable for companies with medium-term sustainability goals

### High-End -50% CO<sub>2</sub> reduction

- Maximum CO<sub>2</sub> savings and highest sustainability
- High-quality material properties for demanding applications
- Perfect for companies with strong environmental goals and premium requirements



**Potentially  
available  
for the entire  
product portfolio:**

**Mowital® B 14 S – B**  
**Mowital® B 16 H – B**  
**Mowital® B 20 H – B**

**Samples available!  
Contact us for product  
samples and further  
information.**

**Visit us at the trade fair  
to learn more about  
our sustainable  
solutions!**

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