



Decovery®

'72% of architects in Europe say that the principal (project owner) asks for sustainability in projects. Half of them indicate that the principal is also willing to invest in sustainability.'

Source: USP Marketing Consultancy, 2018

# BIO-BASED MARKET TRENDS REPORT

## Sustainability in paints is hot news!

The topic of sustainability in coatings is receiving increasing media airtime, so it's clearly on the agenda of many people and organizations.

Since 2012, the number of industry articles mentioning sustainability has grown 105%. Interestingly, the number of articles on bio-based coatings has risen even more sharply – up a massive 685% since 2012.

## Professional painters are leading the demand for sustainable products

When asked which services or innovations paint manufacturers should focus on in the near future, these were how professional painters responded:

Desired services and innovations for professional painters (Top-13)  
Question: Which type of services or innovations should manufacturers focus on in the near future?

	United Kingdom	Netherlands	Belgium	Germany	Poland	France	Spain	Italy	Denmark	Sweden
Sustainability / ecological / biological paint	13%	14%	18%	17%		36%	27%	15%	20%	24%
New types of paint	28%		13%			19%	10%			
Water-based solutions	23%	10%					15%	12%		
Overall product quality		10%			15%					
Discounts								20%		
Advice / thinking along				13%		12%				
Fewer solvents								25%		

Source: USP Painter Insight Monitor 2020

## Sustainability is a global phenomenon

Many markets show a fast-growing demand for sustainable products and brands. Across all sectors, including the paint and coatings industry, the growth is obvious.

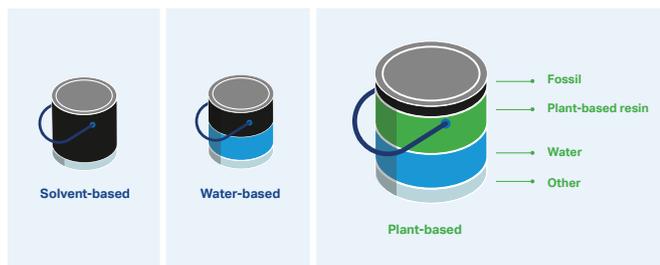
**50%** market growth from sustainable products (from 2013-2018)

**5.6x** faster growth than conventionally-marketed products

Source: NYU Stern & IRI®, 2019; study about consumer packaged goods in the US

## Stock paints you can put your trust in

Stocking familiar brands of sustainable paints is an easy and exciting way to meet this demand. When choosing paints, it's important to be confident in their sustainability credentials.



This diagram shows how many water-based paints still comprise a lot of fossil-based oil. But plant-based paints let you offer your customers an even more sustainable solution.

**Sustainable Sourcing**   **Verifiable bio-based content (C14)**   **Lifecycle Assessment (LCA)**



Another important step is to check a paint's C14 tracking, to prove the origins of its bio-based ingredients. Third-party lab reports prove the plant-based content of all Decovery® resins according to C14 standard\*. Plant-based content is also verifiable in the final product.

\* Measurements according to ASTM D6866



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When a paint or coating is made with Decovery®, you can be sure that the ingredients are sustainably sourced – and come with full transparency. This means that we reveal exactly which plant-based feedstock goes into making Decovery® (such as castor beans, tree bark, etc.) and also where it comes from. By carefully choosing and auditing our suppliers we are able to avoid competing with the food chain, while also taking major steps to avoid contributing to deforestation.

## Decovery® delivers



### Performance

Paints that customers can rely on



### Health

Safer ingredients and low VOCs



### Sustainability

Up to 52% verifiable bio-based content and up to 34% CO<sub>2</sub> reduction\*

\* Depending on product grade; verified by Beta Analytic Inc. (Bio-based and Biogenic Carbon Testing Laboratory)

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<sup>1</sup>Please see the "Guidance on Use of Covestro Products in a Medical Application" document.  
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