

Solving critical challenges to the surfactant industry with a new CO2-to-polymers catalyst

The challenges to the chemical industry and its direct B2B customers continue to mount. Companies must urgently address the carbon emissions and other environmental impacts related to the production of chemicals and their derived products. Product safety and compliance with existing and emerging regulations must be provided, product performance must not suffer, and there must be economical value creation if any technology is to prosper.

One area that has received attention in recent years is the use of CO₂ as a renewable feedstock in polymeric materials, enabled by chemical catalysts. Viridi is now commercialising a brand-new proprietary development in this field that offers a unique value proposition that fully meets industry requirements.

Surfactants are a ubiquitous product class that drives myriad cleaning and care products and play a critical role in formulations used in multiple industrial environments, but it is an industry facing manifold challenges.

Viridi's novel catalyst technology enables both existing and novel CO₂ surfactants to be produced offering both product benefits in sustainability, performance and cost, and producer benefits in terms of processing, scalability, and circularity.

In this talk we will explore the uniqueness of Viridi's technology and business model through the lens of an exemplar new surfactant Viridi has developed that is being adopted by industry players.