Polymers in liquid formulations (PLFs) are a group of thousands of different chemicals that are simply polymers, based in solvents like water. They are INGREDIENTS used in MILLIONS of household and industrial products – which can be either LIQUID or CURABLE when used. Our report identifies THREE KEY OPPORTUNITIES to increase value-for-money to improve sustainability:

**PLFs INNOVATION IN ACTION**

Blocky carboxymethyl cellulose (BMC) has enabled “turn to 30°C” washing cycles. CAMBOND’s plant-based adhesive resin provides a sustainable alternative to formaldehyde-based resins. NATUREBEADS are developing biodegradable cellulose beads from a natural biopolymer to be used in cosmetics and paints.

36.25m tonnes of PLFs are made each year – enough to fill 14,500 Olympic swimming pools. This is worth $125 BILLION across eight key markets with global values of $1.27 TRILLION. But most of this value is never recovered after use.