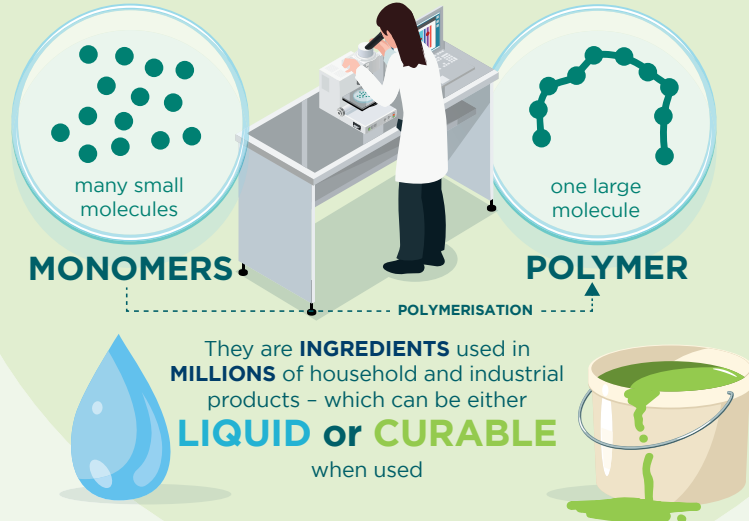


WHAT ARE PLFs?

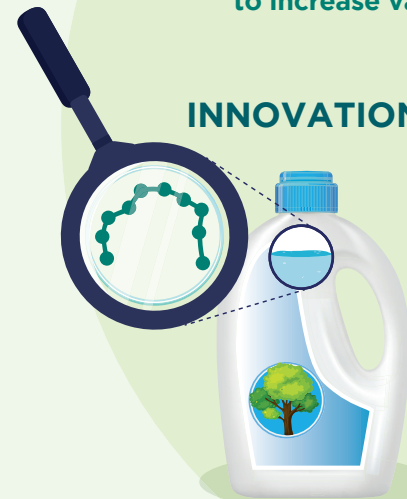
Polymers in liquid formulations (PLFs) are a group of thousands of different chemicals that are simply polymers, based in solvents like water



PLFs CHALLENGES

Our report identifies **THREE KEY OPPORTUNITIES** to increase value-for-money to improve sustainability:

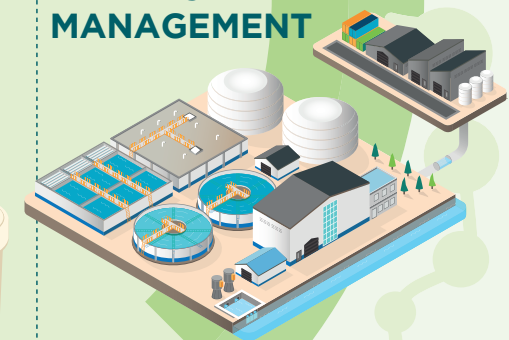
INNOVATION



CIRCULAR ECONOMY

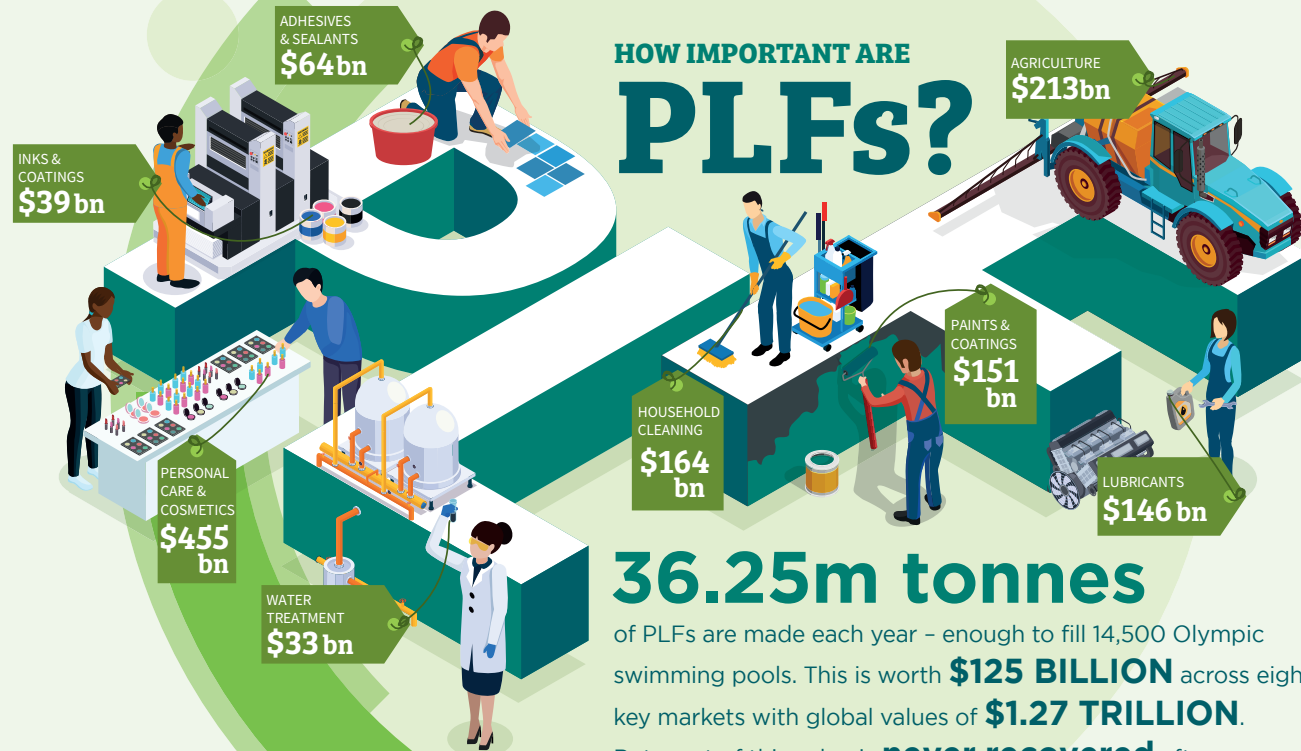


IMPROVED WASTE MANAGEMENT



ROYAL SOCIETY OF CHEMISTRY

HOW IMPORTANT ARE PLFs?



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.

PLFs INNOVATION IN ACTION

Blocky carboxymethyl cellulose (BCMC) has enabled “turn to 30°C” washing cycles



CAMBOND's plant-based adhesive resin provides a sustainable alternative to formaldehyde-based resins



NATURBEADS are developing biodegradable cellulose beads from a natural biopolymer to be used in cosmetics and paints

