



21 September 2018

■ *Industrial Perspective*

Mark Jones

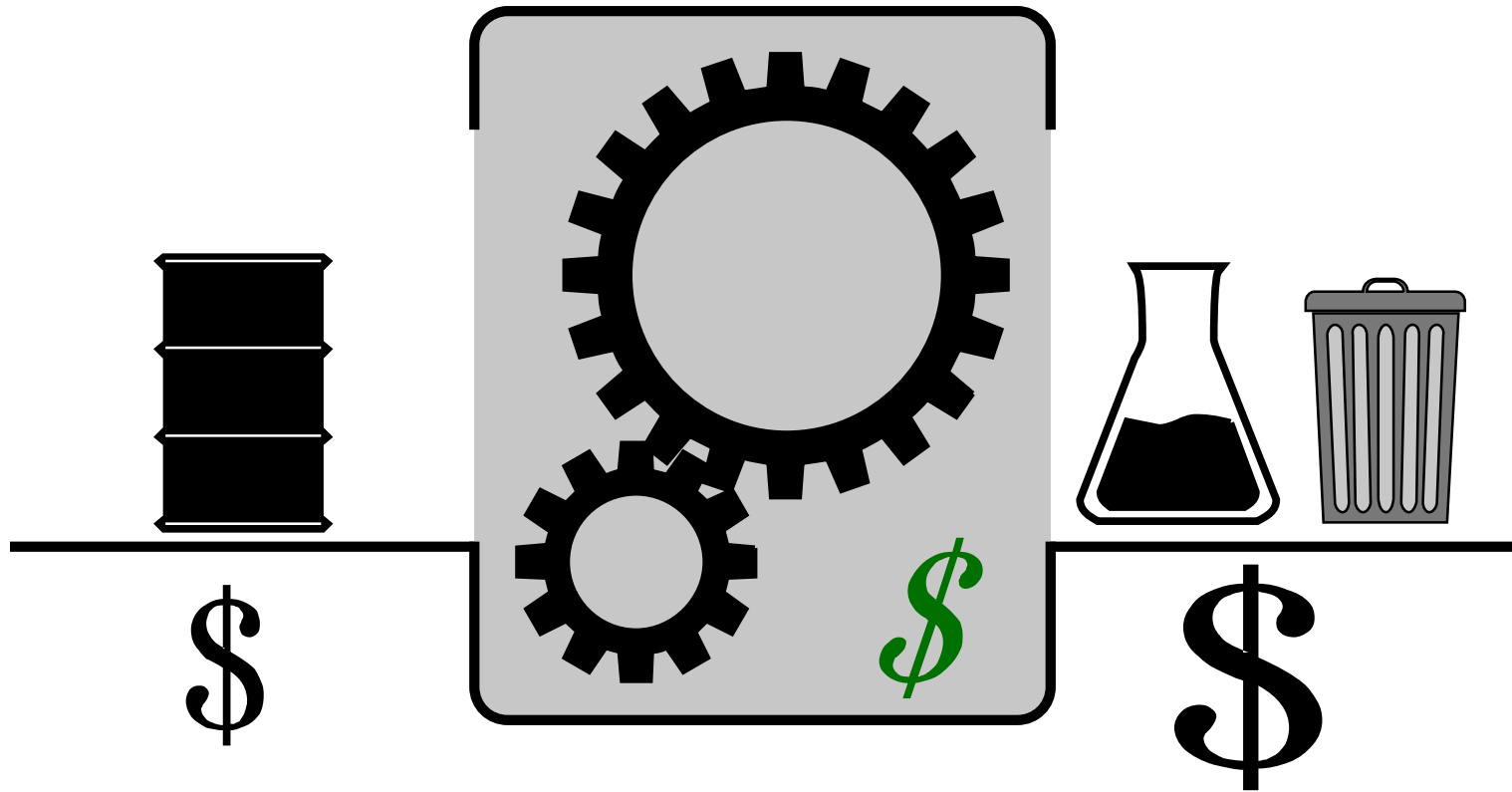
Executive External Strategy and Communications Fellow

The Dow Chemical Company

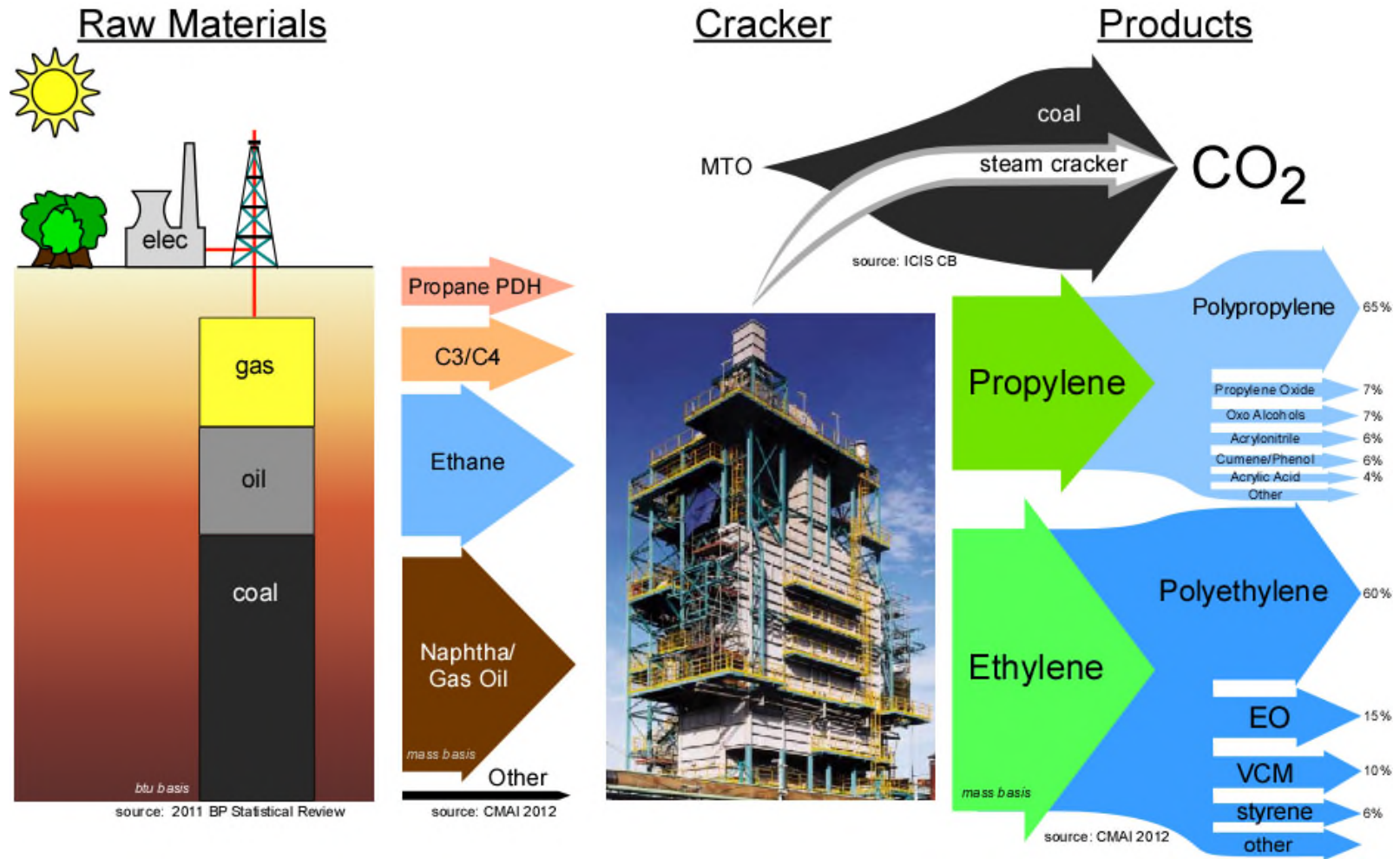
Dow.com/innovation



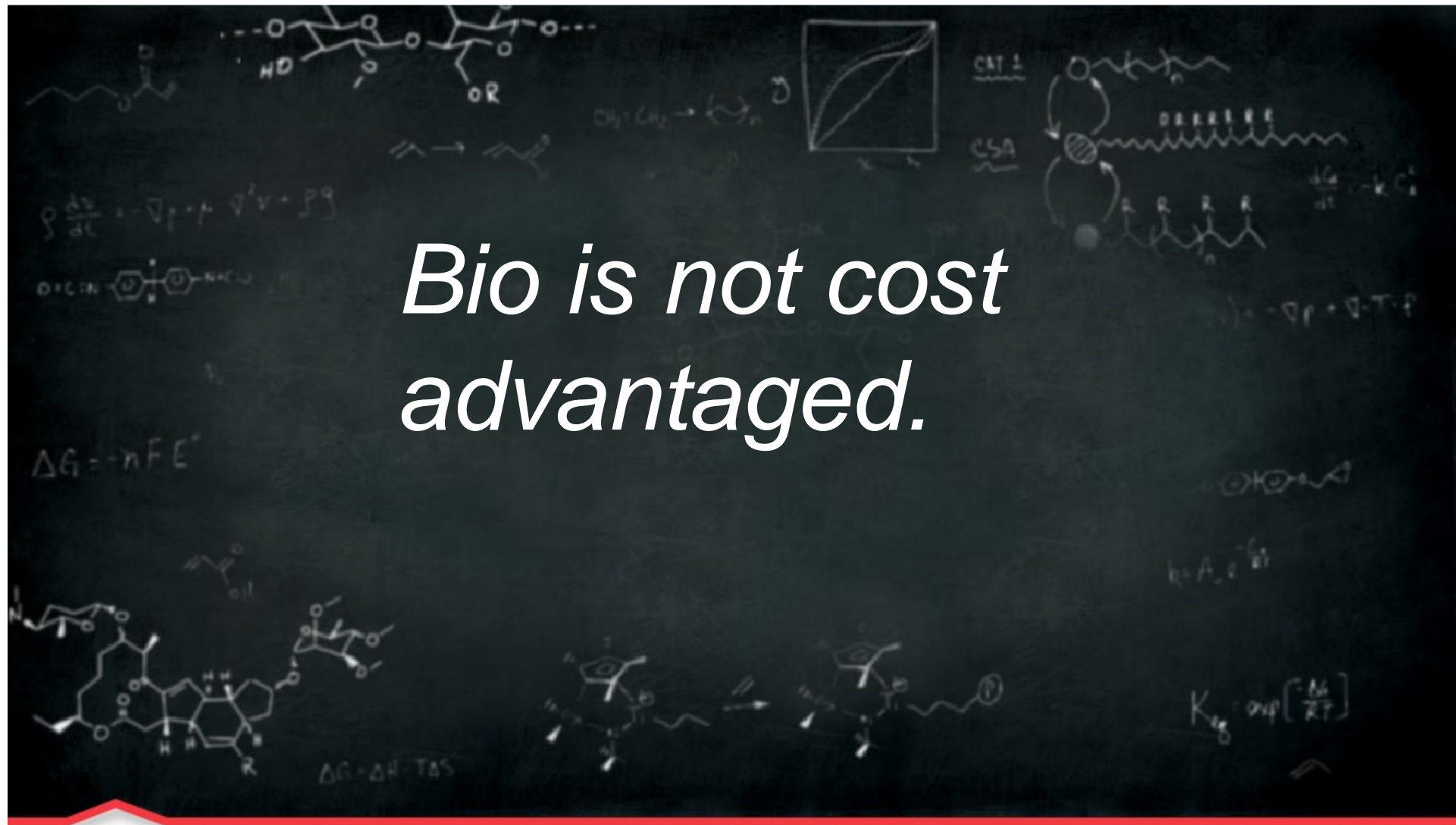
■ Simplified Chemical Industry



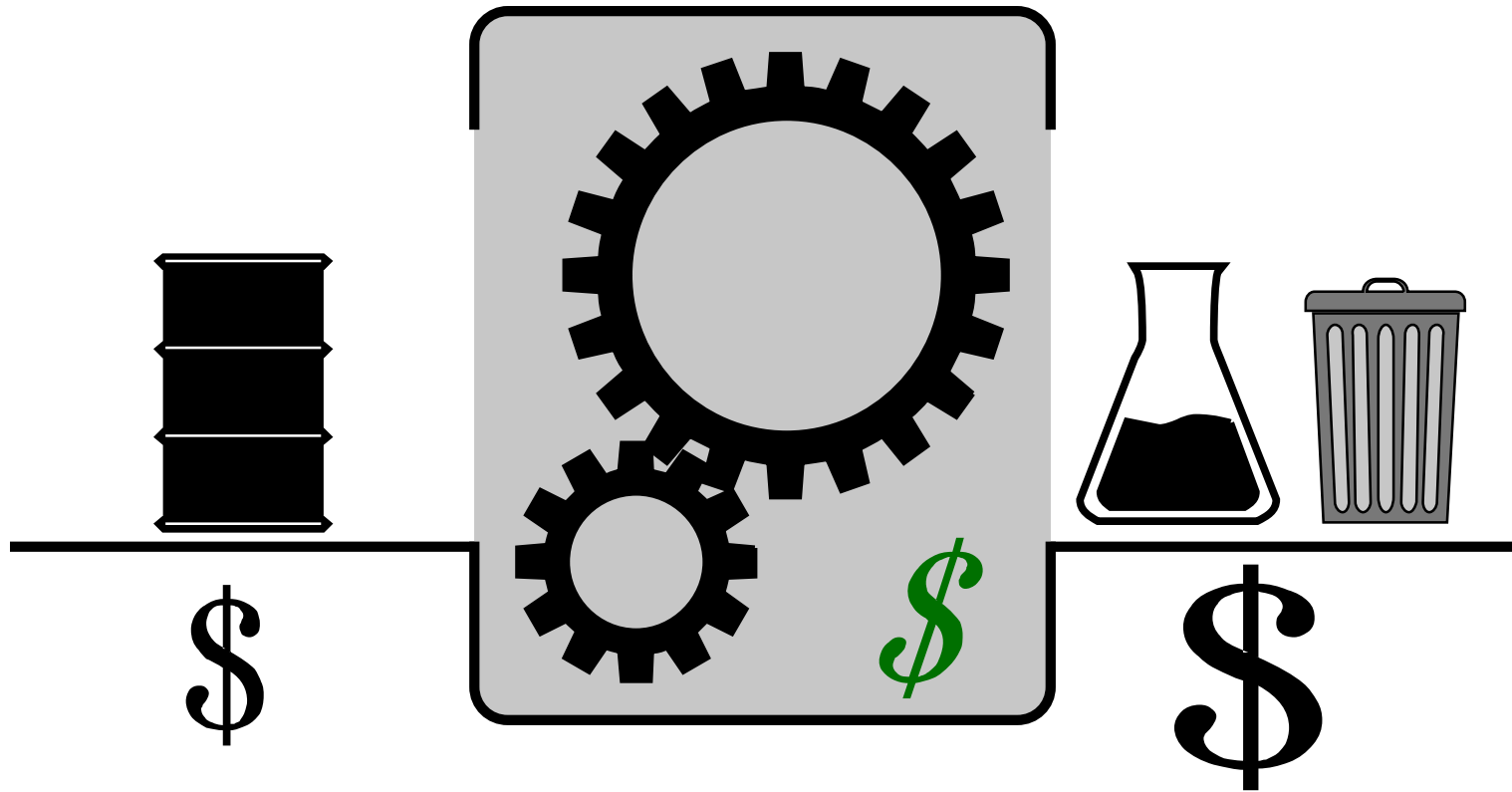
Industry Snapshot



■ Observation



■ Simplified Chemical Industry

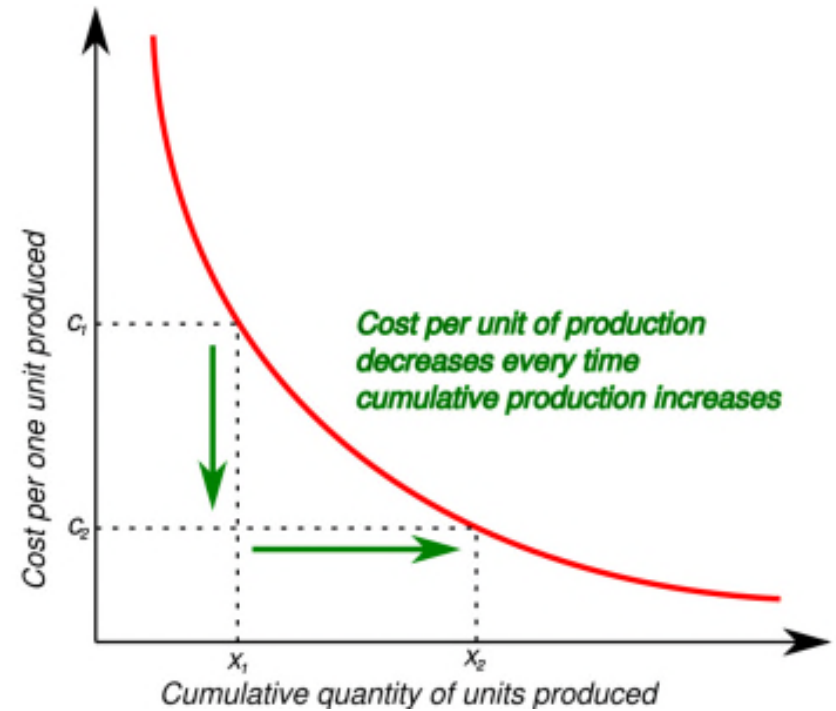


Options for Reducing Capital

Scale



Experience



■ Scale Wins



If you are moving mass around, scale reduces cost faster than experience.

■ Observation

Biobased systems follow the same economic rules as chemical systems.

■ Biological Production Unit

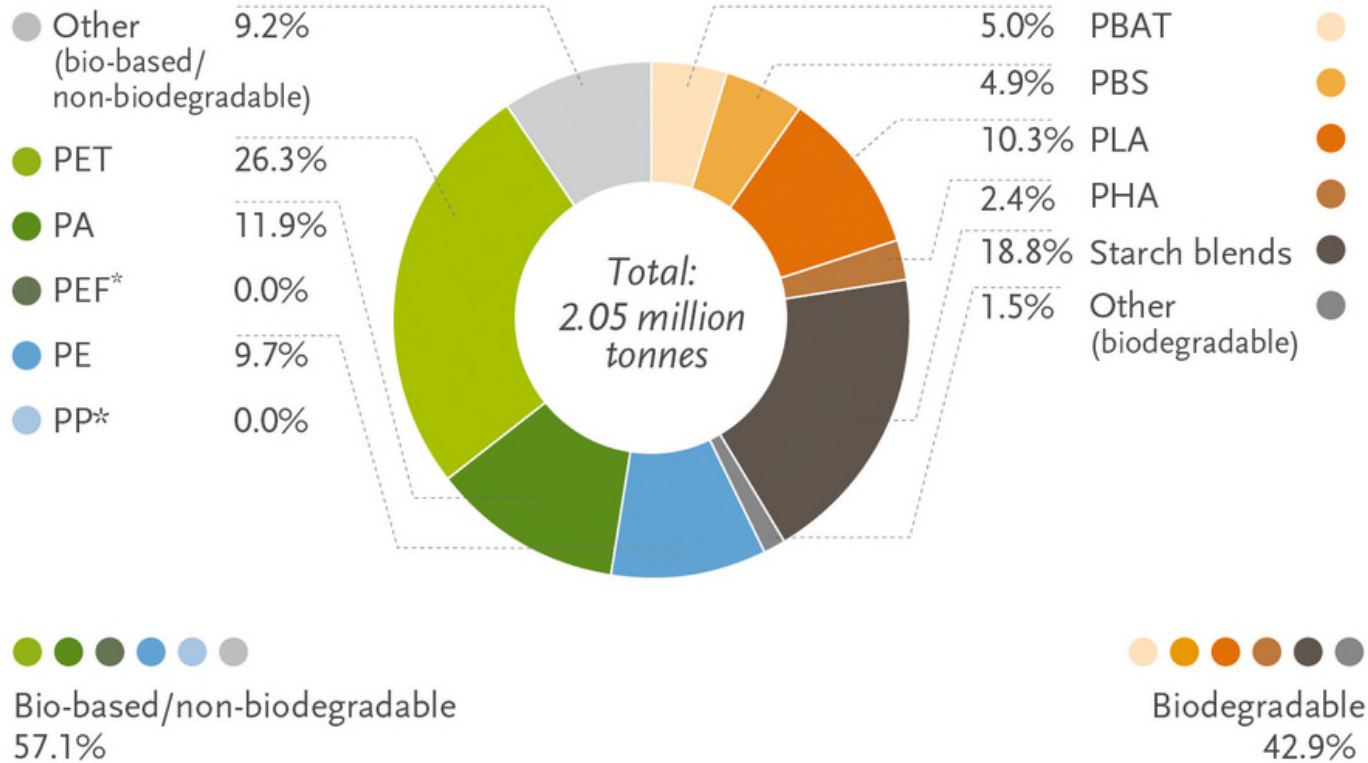


■ Observation

Growth in bioplastics is slower than conventional production.

Bioplastics

Global production capacities of bioplastics 2017
(by material type)



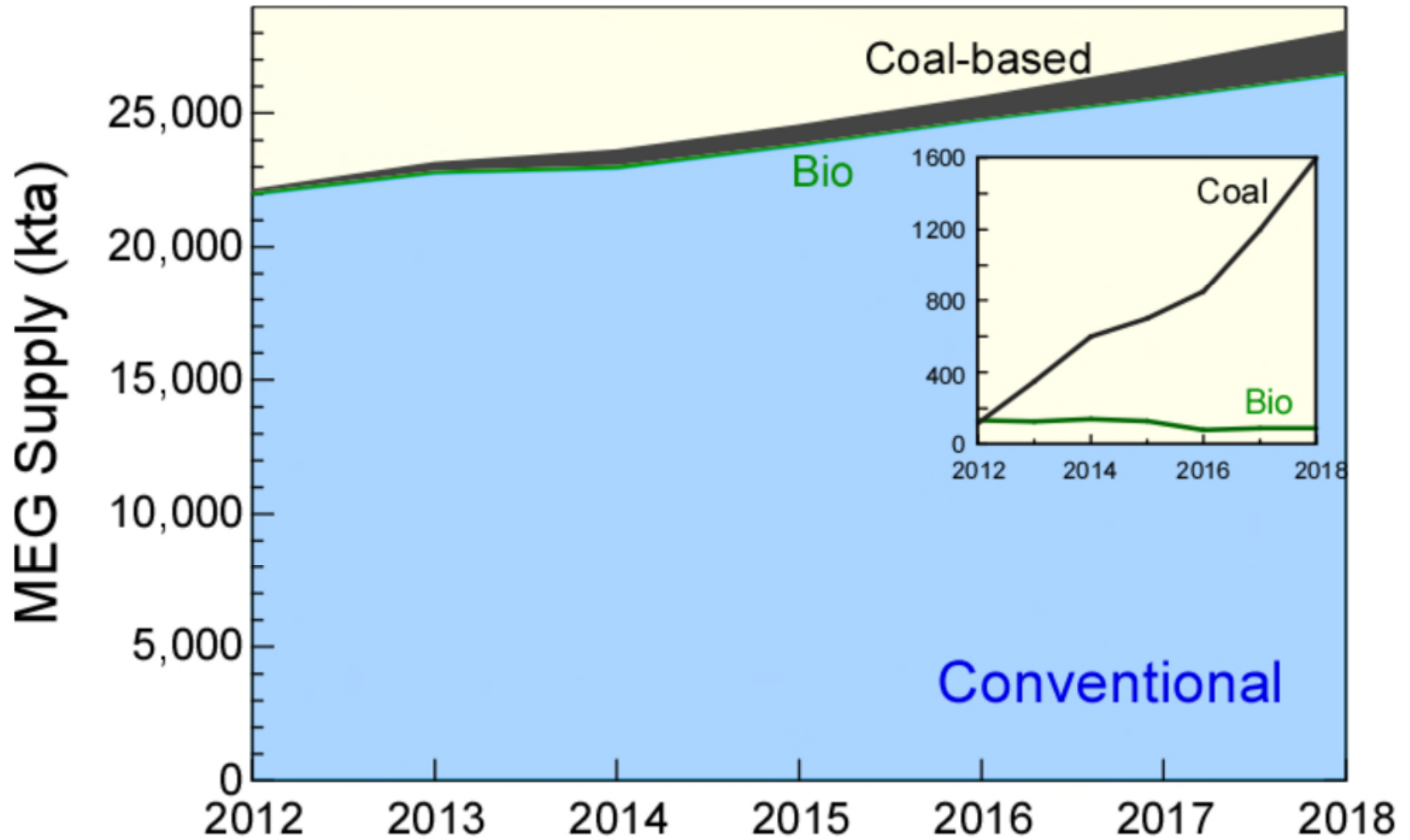
*Bio-based PP and PEF are currently in development and predicted to be available in commercial scale in 2020.

Source: European Bioplastics, nova-Institute (2017).

More information: www.bio-based.eu/markets and www.european-bioplastics.org/market



Reality – MEG production for PET



■ Questions

