

## **Abstract**

**Title: Experience from the First Year of Running the Exilva Plant and Market Potentials for the Products**

**In 2006 Borregaard initiated a targeted project for revealing new potentials for their specialty cellulose. Several radical innovation projects were evaluated and Microfibrillated cellulose (MFC) was identified as one of the promising candidates. Ten years later Borregaard has started its operations of the world's first commercial scale plant for manufacturing of the MFC. The MFC has since its birth proven itself as a potent rheology modifier, as well as displaying highly interesting physical functionalities like improved strength and barrier potentials. This is giving rise to many new applications and product developments. Dr Øvrebøs presentation will review Borregaards development of Exilva and the challenges of innovating both the product, process and market will be highlighted.**