

A Chemical Reaction: Changing Commodities into High Value Specialty Products

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The manufacture of bio-based chemicals has been challenging, with only a few industrial biotechnology companies achieving commercial-scale production to date. However, this is only the first challenge – finding value for bio-based products in a competitive environment is essential to maximise return on investment. In 2016 Green Biologics (GBL) commissioned the first new Acetone-Butanol plant to be built in the USA since 1938 and the first production and sales were achieved by 2016. GBL has worked to maximise the value of the bio-butanol and bio-acetone through developing relationships with customers that value the quality advantages that the products engender and by in-house development of products. This allows us to get closer to the end user and to provide consumers with performance advantages. Greenflame™ charcoal lighter fluid is one example of this strategy. This presentation will describe GBLs strategy and introduce Greenflame as an example of a natural, improved performance household product using a biotechnological development and its potential as a foundation in developing a platform of natural consumer fuel products