

Ronnie Zeeman
KRATON Pine Chemical
NL-Almere



RAW MATERIAL INNOVATIONS FOR SUSTAINABLE ADHESIVES

Sustainability has become a key driver for the adhesives industry. Formulators, consumer goods manufacturers and end-users value sustainable product features and the need for a biobased economy is acknowledged globally.

Kraton produces specialty polymers and biobased resins from pine wood pulping co-products. Kraton Pine Chemicals products include high-quality tackifiers, enabling excellent adhesion performance and compatibility with a broad range of polymers. Kraton Polymers products include Styrenic Block Copolymers (SBC's), enabling excellent adhesion and cohesion performance for Pressure Sensitive Adhesives (PSA's).

With the rising impacts of climate change and the global ambition to move to a circular economy, businesses are under pressure to develop and implement better sustainability practices. Companies in segments such as adhesives now seek materials that lower their product's carbon footprint in addition to performance. While using biobased material helps formulators achieve aspects of sustainability, raw material suppliers must deliver high performance with consistent quality, enhanced functionality, lighter color and stability – all of which are key to addressing market needs.

Developed with new REvolution™ rosin ester technology, Kraton's next generation of rosin esters offer excellent bonding strength, significantly lighter color and high stability, providing adhesive formulators with a new choice of high-performance biobased tackifiers.

Kraton's novel experimental bio-based IPR™ technology enables the replacement of mineral oils in adhesive formulations with our proprietary internally plasticized resins. This can increase the biobased content of adhesive formulations and reduce concerns regarding Mineral Oil Hydrocarbons (MOH). These novel resins contain small fractions below 1000 Da, lowering the risk for migration in food contact applications.