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## **ENHANCING FORMULATION FLEXIBILITY WITH OPTIMAL SYSTEM COST AND REDUCED ENVIRONMENTAL IMPACT**

The adhesive industry faces multiple challenges, including the search for raw materials, adaptation to technological changes, and a continuous drive to reduce environmental impact. Kraton has developed new solutions to increase the flexibility of adhesive formulations, enabling formulators to respond to these challenges. One of these developments involves a new design of SBS polymer, which can exhibit excellent pressure-sensitive adhesive performance and offers a high-quality alternative to SIS when it is formulated properly. In addition to offering an alternative raw material, this polymer presents opportunities for reduction in cost and environmental impact, as it can be formulated with biobased co-ingredients, and it can be produced with ISCC PLUS certified mass balanced (bio-) circular material. This paper aims to review the properties of adhesives formulated with this new polymer and discuss various options for improving the carbon footprint.