



“Cost is no longer a reason for not becoming more sustainable”.

Marcello Vitale, IVM Chemicals

Can you describe the target of the Life BioPaint project? *The bottom line is: we want to improve the sustainability of wood coatings. That means reducing air pollution and GHG contribution, consuming less energy and resources, and using safer materials. In order to do that, we had to transform both formulations and process. In LIFE-BioPaint, we focused on UV-cured products, because they have one of the best environmental profile also at the application stage, with low VOC and energy requirements, and are high-performance coatings. We aggressively moved to replace petrochemicals with biorenewable components, including in new radiation-curable resins of our own production as part of this project.*

IVM Chemicals just opened the prototype plant from this project. What are the main features? *It's a plant without equals for these products. Wholly closed circuit with controlled atmosphere and temperature from raw materials to packaging, automatic supply of components via dedicated lines with extreme precision, and rheological dispersion control for optimal formulations. Even the cleaning stage is optimized to minimize solvent use and waste generation. The results are great efficiency and batch-to-batch reliability, that will make it possible to deliver the best biorenewable and sustainable products to our customers.*

Are the sustainable coatings economically competitive to fossil-based coatings? *The answer is an emphatic “Yes”. Efficient production and careful formulation, including the use of self-produced biorenewable resins, make these products competitive on every level. Even without accounting for the hidden costs of non-sustainable products, that are becoming increasingly hard to avoid recognizing, or for the renewable-content mandates that mass retailers like IKEA are implementing, that force the switch to more sustainable coatings. Cost is no longer a reason for not becoming more sustainable.*