

P4

New Cycle Methodology, Clariant New Concept

EcoTain® – A Systematic Approach to Sustainable Innovation

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ABOUT CLARIANT for Agrochemical industry

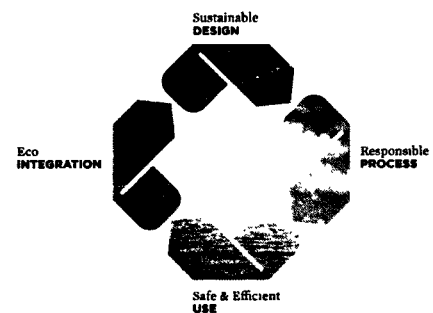
Clariant is based ex Hoechst AG which was one of the biggest German chemical companies and manufactured pesticide. Now Clariant is one of the global leading suppliers for inert ingredients include adjuvants for pesticides.

INTRODUCTION

The world population is set to grow by 40 percent over the coming 20 years, placing extreme demands on food production, while no-food crops continue to claim increasing territory. The land available for cultivation is already overharvested in many places and over time there will be proportionally less for each person. The agrochemical industry is faced with the challenge of finding innovative solutions to ensure food security. To remain competitive it must also adopt practices that deal more efficiently with resources and yield as well as ensuring increased safety. In concrete terms that means developing safer inerts and adjuvants for safer formulation types and safer applications without compromise in performance.

LIFE CYCLE METHODOLOGY

The EcoTain® concept has been developed by Clariant, driven by the company's commitment to protecting humans, environmental and ecological health without compromising the performance and efficiency of any of its products. EcoTain® represents a systematic approach to sustainable innovation by providing a tangible means of understanding the ecological, economic and social impact of products over the entire value chain. Within the framework of a four-step life cycle that covers ingredient composition, manufacturing, formulation and application, and disposal, EcoTain® integrates the principals and ethics of sustainability into business activities according to measurable criteria.



LABEL AND CRITERIA DEFINITION

EcoTain® applies measureable criteria to document the sustainability profile of its products. Products that carry the EcoTain® label present advantages and benefits at each of the four life-cycle steps.



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