

GC3 Announces Call for Applications for 2018 Startup Technology Showcase

Apple, BASF, Johnson & Johnson, Levi Strauss & Co., Procter & Gamble and L'Oréal among 16 companies seeking new sustainable chemistry and materials technologies

Lowell, MA – January 9, 2018 – The Green Chemistry & Commerce Council (GC3), a cross-sector network of businesses and other organizations collaborating to accelerate green chemistry, invites startup companies to compete for the opportunity to pitch their sustainable chemicals, materials, products, and manufacturing technologies to large, strategic companies at the [GC3's 3rd Annual Green & Bio-Based Chemistry Technology Showcase & Networking Event](#).

Ten startups will be selected to present their technologies and begin discussions with large companies that could lead to joint development agreements, licensing, investment, and other business opportunities.

The Technology Showcase will be held on May 8, 2018, on the first day of the [GC3 Innovators Roundtable](#) at Eastman Chemical Company in Kingsport, Tennessee. Startups must apply by February 16, 2018 for consideration. Funding is available to cover travel costs, and companies may submit applications [online](#).

Over 100 [GC3 member companies](#) and others will attend the Technology Showcase. Sixteen companies – including Apple, BASF, Johnson & Johnson, Levi Strauss & Co., L'Oréal, and Procter & Gamble – have already provided their list of sustainable chemistry technology needs regarding chemicals, materials, products, and manufacturing technologies. These companies are seeking sustainable and bio-based chemistry solutions in a range of categories that include – but is not limited to – adhesives, coating technologies, flame retardants, monomers/polymers, ingredients for formulated consumer products (including personal care and household products), and recycling technologies.

“At P&G, we believe innovation is critical to creating more sustainable products that deliver the clean people expect from brands like Tide while conserving our planet’s resources,” said Todd Cline, Procter & Gamble North America Fabric Care. “We look forward to the opportunity to meet with startups that are focused on the important work of advancing sustainability and green chemistry.”

“As a seed-stage company, Sironix Renewables was very fortunate to participate in last year’s Technology Showcase, because it gave us the opportunity to present our bio-renewable surfactants technologies and demonstrate our proof of concept to an extremely important audience,” said Christoph Krumm, President and Co-Founder, Sironix Renewables. “The event provided a crucial opportunity to network with potential business partners and other professionals such as chemical suppliers, R&D experts, corporate sustainability personnel, fellow startup entrepreneurs, and venture investors,” added Krumm.

The Technology Showcase is part of the [GC3 Startup Network](#), launched in 2016. With 25 startup members, the Network has become a unique and vibrant forum for green and bio-based chemistry startups to connect with each other and to larger GC3 member chemical suppliers, brands, and retailers. “The GC3 seeks to accelerate the development and market pull of green chemistry technologies,” said Monica Becker, Co-Director and Collaborative Innovation



Platform Lead of the Green Chemistry and Commerce Council. “Our annual Startup Technology Showcase is just one of the ways we create opportunities for innovative startups to position their new technologies in front of decision makers in the supply chain and for large strategic companies to find new chemical technologies, partnership, and investment opportunities.”

For more information about the competition, visit the [GC3 Technology Showcase webpage](#).

About the Green Chemistry & Commerce Council

Started in 2005, the Green Chemistry & Commerce Council (GC3) is a cross-sector, business-to-business network of more than 100 companies and other organizations working collaboratively to accelerate the application of green chemistry across industry sectors and supply chains. Green chemistry is the design of chemical products and processes that reduce or eliminate the use and generation of hazardous substances. For more information visit, www.greenchemistryandcommerce.org.

About P&G

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

About Sironix Renewables

Sironix Renewables set out to reimagine a world with chemicals that reduce energy consumption, benefit our environment, and function better. Its new oleo-furan surfactant (OFS) platform technology combines plant-based ingredients into functional chemicals that will change the way we make laundry detergents, produce safer agricultural pesticides and even improve how we clean up oil spills. For more information, please visit <http://sironixrenewables.com/>.

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