

The GC3 Startup Network Seeks Applicants for 2019 Technology Showcase

Apple, BASF, Best Buy Company, Inc., New Balance, Patagonia, and Target among 16 companies seeking new sustainable chemistry and materials technologies

Lowell, MA – January 16, 2019 – The Green Chemistry & Commerce Council (GC3), a business-to-business collaborative that drives the commercial adoption of green chemistry, has issued a call for applications from startup companies to compete in the [GC3 Startup Network's 4th Annual Technology Showcase](#). Startups will compete for the opportunity to pitch their chemicals, materials, products, and manufacturing technologies to investors and large strategic companies scouting for green chemistry ingredients and solutions. The Technology Showcase is part of the [GC3 Annual Innovators Roundtable](#) hosted this year by GC3 member Procter & Gamble Fabric Care in Cincinnati, OH.

Sixteen major companies including Apple, BASF, Best Buy Company, Inc., New Balance, Patagonia, and Target have contributed to a [list of sustainable chemistry technology needs](#). These brands, retailers, and manufacturers are seeking sustainable solutions in a range of categories that includes – but is not limited to – adhesives, coating technologies, fabric finishes, and plasticizers. The list of sustainable chemistry technology needs also includes ingredients such as surfactants and fragrance raw materials for formulated consumer products (including personal care and household products).

Up to 10 semi-finalists will be selected to present their technologies to the participating major companies in the Technology Showcase on May 7, 2019 in Cincinnati. Of the 10 semi-finalists, three will be chosen to pitch their solutions to a panel of investors and technology scouts on the main stage at the GC3 Innovators Roundtable on May 8. Scheduled panelists include Stephen Crawford, Senior Vice President and Chief Technology Officer, Eastman Chemical Company, and Renee Hackenmiller-Paradis, Chemistry Center of Excellence – Global Sustainability, Nike, Inc. Over 200 individuals representing 125 [GC3 member companies](#) and other organizations will attend the Roundtable.

Interested startups must apply [online](#) by February 1, 2019. The competition will consider chemistry technologies that can improve human and ecological health impacts, enhance energy efficiency, reduce environmental emissions and reduce waste generation, even if the application is not on the list of sustainable chemistry technology needs.

Each of the semi-finalists will receive one complimentary registration to both the GC3 Technology Showcase on May 7, 2019 and the Annual Innovators Roundtable on May 7 - 9, 2019. Semi-finalists will also receive a one-year company membership in the GC3 Startup Network, which provides access to education, networking, and mentoring to help build business relationships to bring their solutions to market.

MilliporeSigma, a GC3 member and past sponsor of the Roundtable, applauds the Technology Showcase for the value it brings to both startup and established companies. “MilliporeSigma strives to offer its customers more sustainable alternatives to conventional chemicals, and we recognize the importance of collaborating with others to meet this goal,” said Ettigounder Ponnusamy, fellow and global manager of Green Chemistry at MilliporeSigma. “Through the GC3 Technology Showcase, we were introduced to a startup company developing a renewably

sourced n-butanol, which we have since incorporated into our product line. We look forward to meeting the new group of startups presenting in 2019.”

The Technology Showcase is organized by the [GC3 Startup Network](#), a program that fosters green chemistry entrepreneurship and accelerates the development of and market pull for green chemistry technologies. “The GC3 Startup Network identifies and supports green chemistry startups through mentoring and related programs, and serves as a resource for brands, retailers, and manufacturers to identify new sustainable solutions for their customers,” said Julie Manley, Coordinator of the GC3 Startup Network.

“The GC3 2018 Technology Showcase introduced our company to more than 200 people involved in sustainable product design,” said Aviad Cahana, Chief Executive Officer, xF Technologies, a startup company that converts biomass to furan-esters for cleaning solvents, adhesives, plasticizers and paint coalescers. Cahana added, “The diverse audience created a unique opportunity to network up and down the supply chain, resulting in sample requests and contacts to develop further.”

“By vetting startup technologies from across the globe, the Technology Showcase positions cutting-edge green chemistry innovators in front of like-minded investors and decision-makers to foster relationships that bring sustainable technologies to market,” noted Manley.

About the Green Chemistry & Commerce Council (GC3)

Started in 2005, the Green Chemistry & Commerce Council (GC3) is a business-to-business collaborative that drives the commercial adoption of green chemistry by catalyzing and guiding action across all industries, sectors and supply chains. Over 125 organizations are members of the GC3. For more information, visit www.greenchemistryandcommerce.org.

About MilliporeSigma

The Life Science business of Merck KGaA, Darmstadt, Germany, which operates as MilliporeSigma in the U.S. and Canada, has 20,000 employees and 60 manufacturing sites worldwide, with a portfolio of more than 300,000 products enabling scientific discovery. Udit Batra is the global chief executive officer of MilliporeSigma.

Merck KGaA, Darmstadt, Germany completed its \$17 billion acquisition of [Sigma-Aldrich](#) in November 2015, creating a leader in the \$125 billion global life science industry.

Merck KGaA, Darmstadt, Germany, the vibrant science and technology company, operates across healthcare, life science and performance materials. Around 51,000 employees work to make a positive difference to millions of people’s lives every day by creating more joyful and sustainable ways to live. From advancing gene-editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2017, Merck KGaA, Darmstadt, Germany generated sales of €15.3 billion in 66 countries.

The company holds the global rights to the name and trademark “Merck” internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany operate as EMD Serono in healthcare, MilliporeSigma in life science, and EMD Performance Materials. Since its founding 1668, scientific exploration and responsible entrepreneurship have been key to the company’s technological and scientific advances. To this

day, the founding family remains the majority owner of the publicly listed company. For more information about Merck, KGaA, Darmstadt, Germany, visit www.emdgroup.com.

About xF Technologies

xF Technologies is a technology development company converting biomass to furan-esters for cleaning solvents, adhesives, plasticizers and paint coalescers. The versatility of xF Technologies' platform chemistry allows conversion of renewable feedstocks into a wide variety of renewable chemicals that have not previously been commercially available. For more information, visit www.xftechnologies.com.

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GC3 Media Contact:

Joy Reo

Communications Specialist

Green Chemistry & Commerce Council (GC3)

joy@joyreo.com

617-794-8619 (mobile)