

Understanding Sustainable Development at Sun Chemical

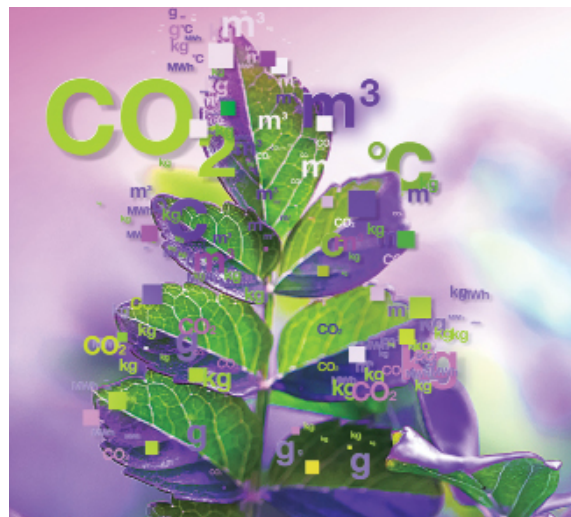
Sun Chemical has long been committed to sustainability as a core principle in how it manages its operations, technology developments, and interactions in the markets it serves. With the environmental effects from greenhouse gas emissions and waste accumulation increasingly clear, working to mitigate these damaging impacts is an urgent social and business imperative, driving sustainable developments.

What do we mean by “sustainable development”?

Before going further, let's define “sustainable development” as it is used at Sun Chemical.

- Sustainable Development at Sun Chemical is the design of products or processes that:
 1. Reduce greenhouse gas emissions
 2. Conserve virgin resources; and/or
 3. Reduce accumulation of persistent terrestrial and ocean waste as compared to the products or processes they replace

Note: The term applies to both products and processes, today it is focused on the environmental (rather than social or governance) aspects of “sustainability”, the expectation is that one or more of three sustainability elements are delivered, and there is a comparative aspect with incumbent technologies.



What is our sustainable development strategy and approach?

Sun Chemical's approach to sustainable development is solidly market-oriented, based on understanding the explicit as well as unexpressed needs of converters, OEMs and brand owners, which are increasingly influenced by regulatory and legislative forces (like the European Packaging and Packaging Waste Regulation, PPWR, or similar extended producer responsibility legislation in the US). Having the voice of the customer underlying every development and clearly understanding the unique and differentiated value proposition of any technical project ensures the greatest chance of a successful commercial outcome. The necessary insights to scope sustainable development projects come through direct interactions with Sun Chemical's customers, also with our customers' customers, and through participation in cross-value chain organizations where the perspectives of all players are heard.

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What about the sustainable development portfolio?

Today, an increasing portion of Sun Chemical's new product development resources are being dedicated to projects with a sustainability driver. These programs support specific customer and market demands and new growth opportunities. Key programs are organized according to the 5R framework, which classifies projects according to their ability to enable Reuse, Reduce, Renew, Recycle and Redesign in finished articles, including packaging.



Sustainability as a business opportunity

Beyond being the right and necessary thing to do, sustainable development represents an obvious business opportunity in the packaging value chain and beyond. Global markets are demanding new concepts and sustainability solutions. New pigment, ink, coating and adhesive platforms are essential for enabling innovative and more circular downstream products or processes.

Close cooperation up, down and across supply and value chains, also with NGOs, industry associations, legislators and regulators are critical for understanding and leveraging market needs and requirements, to identify gaps and opportunities.



The Road to the Future

For sustainable solutions, the future is here and now! Enabling circularity to protect our global environment is priority #1. With our value chain partners across markets, Sun Chemical is delivering the essential sustainable pigment, ink, coating and adhesives technologies to ensure a greener tomorrow.

“While it has long been part of our mission, the concept of sustainable development is increasingly front of mind at Sun Chemical, underpinning our product and process initiatives across the various market sectors we serve.”

Dr. Nikola Juhasz, Global Technical Director, Sustainability



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