LANDSCAPING SUSTAINABLE POLYMER SOLUTIONS TO REPLACE PLASTICS COMMONLY USED IN CONSUMER ELECTRONICS

A Leading Producer of Tobacco Products

The Client engaged PreScouter in this Research Support Service Project for help finding sustainable polymer technologies to replace common plastics used in consumer electronic goods that could deliver them a competitive advantage.

CHALLENGE

PreScouter's challenge was to research commonly used polymers in food & beverage, cosmetics & fragrance, and medical applications in order to recommend sustainable polymer technologies both at market and in later stages of development. The goal was to build an inspiring preliminary mini-compilation of solutions that could make the Client's products more sustainable and was on a technical level directed at a scientific and engineering audience.

APPROACH

PreScouter's team of researchers with backgrounds in materials science, polymer chemistry, chemistry, and materials engineering identified and qualified potential sustainable plastics meeting the Client's criteria for use in their consumer electronic devices. PreScouter's Outreach Team then anonymously interviewed the best-fit technology providers and confirmed their capabilities and material specifications.

OUTCOME

PreScouter presented the Client with an overview of sustainable plastic solutions, providing background information on concepts such as biobased and recycled plastic, biodegradable and compostable materials, and bioplastics, as well as market information on bioplastics and recycled plastics, common approval authorities, and sustainability standards.

The Client also received insights into the sustainability activities of competitors with similar products in addition to technical features of 6 sustainable plastic examples representing different categories of sustainable plastic solutions.