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Agrol[®] Marks Fifth Anniversary in October

SPRINGDALE, Ark. (Oct. 11, 2010) – Agrol[®], a family of bio-based polyols developed by BioBased Technologies[®], will celebrate its fifth anniversary on Oct. 11 during the Polyurethanes 2010 Technical Conference and UTECH North America in Houston.

Agrol[®], with 96% renewable content, was able to overcome many of the issues faced by bio-polyols when it hit the market in 2005. Agrol[®] has low odor and good color, and has dependable product quality and is available in a range of functionalities for a variety of uses.

Polyols are the building blocks of polyurethane systems and are typically used in manufacturing products that can range from shoes to seat cushions to athletic surfaces.

“We’re known for developing the Agrol[®] polyol line, but we’ve built our reputation in the industry on providing reliable, quality products to our customers and assistance as they integrate Agrol[®] into their products,” said Amy Sorrell, chief executive officer of BioBased Technologies[®]. “We’ve been able to build strong, long-term relationships with our customers.”

As a testament to the partnership that BioBased Technologies[®] develops with its customers, Universal Textile Technologies – the first Agrol[®] customer five years ago – is still an Agrol[®] customer today. UTT initially began working with another bio-based polyol supplier, but made the decision to transition to Agrol[®] when it became commercially available.

“The consistency of Agrol[®] is an important factor, and it’s one of the reasons that Agrol[®] has been a good fit for our products,” said Doug Giles, global marketing director for Universal.

From the start, Agrol[®] was used in UTT’s carpet, synthetic turf and rug backing systems, and today all of UTT’s product lines including BioCel[™], EnviroCel[™], and EnviroCel[™] HOME. The products replace as much as 90% of the petroleum-based polymers in its formulas with bio-based polymers using Agrol[®]. They range from 55 to 85% green by weight and contribute to LEED credits. UTT’s products are third-party certified for recycled and renewable materials and qualify for the Federal BioPreferred Program.

“We’re proud of the reputation that we have, and especially of the success that our customers have been able to realize by incorporating Agrol[®] into their products. We’re successful because they are successful,” Sorrell said.

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Agrol[®] polyols are used in a variety of polyurethane products including carpet backing and padding, spray foam insulation and flexible seat foam. Environmentally-conscious manufacturers can decrease their use of petroleum-based polyols by incorporating Agrol[®].

In comparison to petroleum-based polyols, Agrol[®] polyols have lower VOCs and result in a carbon benefit to the environment. Five and one-half pounds of carbon dioxide equivalents are removed or prevented from entering the atmosphere for every pound of Agrol[®] that replaces a pound of petroleum-based polyols.

For more information about Agrol[®], visit the BioBased Technologies[®] booth #421 Oct. 11-13 at UTECH in Houston or www.agrolinside.com.

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BioBased Technologies[®] markets sustainable solutions for the manufacturing and construction industries. Brands offered by BioBased Technologies[®] include Agrol[®], soy-based polyols for manufacturing; and BioBased Insulation[®], spray polyurethane insulation and sealants for construction. Headquartered in Northwest, Ark., BioBased Technologies[®], LLC has been certified by the Women's Business Enterprise National Council as a Women's Business Enterprise.