



Press Release

Paints Launched By Mäder Based On Reverdia's Biosuccinium™

19 April 2016

Mäder, the leading producer of paints and coatings, will launch its new range of bio-based alkyd paints using Biosuccinium™ from Reverdia, in collaboration with Roquette. The new innovative paint range is based on a combination of Reverdia's Biosuccinium™ and Roquette's POLYSORB® isosorbide, allowing for key physical properties, such as hardness and scratch resistance. Both Biosuccinium™ and POLYSORB® are commercially available bio-based materials.

Commercialised under the brand CAMI, the CADÉLI range includes two EU Ecolabel-certified products. Both are 98% bio-based and have additional functionalities:

- CADÉLI Anti-Microbial interior paint
- CADÉLI Depolluting (anti-formaldehyde) interior paint



Marcel Lubben, Reverdia's President said, "These new paints respond to growing consumer demand for safe and environmentally friendly products with a lower carbon footprint. Once again, Biosuccinium™ has enabled a sustainable, market-ready solution."

Mäder Group website: www.mader-group.com

CAMI website: www.peintures-cami.fr

About Reverdia

Reverdia is the joint venture between Royal DSM, the global Life Sciences and Materials Sciences company, and Roquette Frères, the global starch and starch-derivatives company. Reverdia takes a leadership position and leverages the expertise and experience of DSM and Roquette to produce, market and license Biosuccinium™. For more information visit: www.reverdia.com

Media Contact

Kathryn Sheridan
Sustainability Consult
ks@sustainabilityconsult.com
Europe: +32 496 116198
North America: (202) 470 3239