



## PRESS RELEASE

# CIRCA GROUP PARTNERS WITH IFORMULATE TO LAUNCH BIOSOLVENT CYRENE®

**MELBOURNE, AUSTRALIA – 16 August 2017** – Biotechnology company Circa Group has announced a partnership with formulation science consultancy iFormulate, to support the upcoming launch of new biosolvent Cyrene®.

Cyrene® is a chiral dipolar aprotic solvent, a bio-based alternative to polar aprotic solvents such as NMP, DCM and DMF, which are under regulatory pressure worldwide due to their toxicity.

With a unique property set including viscosity, surface tension and polarities, Cyrene® is an interesting prospect for producing advanced materials. Over two years of testing and trialling Cyrene® with researchers and companies has yielded some promising results to date, showing Cyrene® as a safer, healthier, high-performance alternative to traditional solvents.

By collaborating with iFormulate, Circa will better understand its customers' formulation needs and help them develop new products.

Commenting on the partnership, Dr. Jeff Eaves, General Manager at Circa subsidiary company Circa Sustainable Chemicals UK, said, "The market understands there is no direct drop-in replacement for traditional, toxic solvents – therefore process and formulation trials are crucial for developing bio-based alternatives. As Cyrene® is introduced across the market, we are grateful for iFormulate's considerable industry experience and strong reputation as expert consultants to formulators across the UK and Europe. We look forward to using their formulation knowledge to support our customers."

Dr. David Calvert, Director and co-founder of iFormulate, added, "Sustainability is a critical driver for many new formulation programmes. We have followed the development of Cyrene® over a number of years and are looking forward to helping the Circa team as they work with customers across a number of the formulation sectors."



### **About Circa**

Established in 2006, Australian company Circa Group converts waste biomass into advanced bio-based chemicals with its proprietary Furacell™ process. Circa's broad product portfolio includes biosolvents, flavours and biopolymers, including Cyrene®, an alternative to traditional polar aprotic solvents. Cyrene® is created through the conversion of highly-flexible platform chemical Levoglucosenone, which is also manufactured by Circa. Industrial quantities of Levoglucosenone are available for the first time thanks to Circa's Furacell™ process and it has many industrial applications, including pharmaceutical, agrichemical, food and cleantech. Circa has partnered with pulp and paper company Norske Skog to build prototype plant FC5, which will test Circa's Furacell™ technology to produce biosolvent Cyrene®. By creating renewable chemicals from cellulose, Circa is extracting value from waste biomass and addressing a gap in the market by providing bio-based, non-toxic alternatives.

[www.circagroup.com.au](http://www.circagroup.com.au)

### **About iFormulate**

iFormulate Ltd provides customised R&D and innovation services in formulation science and technology to companies who develop and produce formulated products, across a range of sectors (e.g. pharmaceuticals, personal care, food, inks, coatings, agrochemicals). Founded by two industry professionals, iFormulate's combined expertise and experience covers R&D, science, technical service, marketing, regulatory affairs, business strategy, product management, business development and consultancy and it delivers tailor-made solutions to clients.

<https://iformulate.biz/>

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