

Do you have any further questions?

The competent and experienced contact persons at the IfBB would be pleased to provide further information and support regarding specific questions.

Please do not hesitate to contact us!

The junior research group at a glance:

- Goal: Introduction of bio-based plastics into the market
- Development of new materials in the first research phase
- Implementation of the research results into practice through:
 1. potential analysis of the bio-based plastics,
 2. technical implementation,
 3. entrepreneurial implementation,
 4. public relations and technology transfer.



Within the framework of the junior research group at the IfBB, innovative, bio-based materials have been developed.

Parallel to the project, communication scientists from Faculty III – Media, Information and Design at the University of Applied Sciences and Arts in Hanover addressed, amongst other things, the challenges of product communication for a company.

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Maschinenbau und
Bioverfahrenstechnik*



IfBB
Institute for Bioplastics
and Biocomposites



Bio-Based Plastics – Recommendations for Product Communication

Contact

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You would like to use bio-based plastics?

Based on the framework of a junior research group at the IfBB, communication scientists from Faculty III - Media, Information and design at the University of Applied Sciences and Arts in Hannover carried out

- ▶ expert interviews with selected representatives of the industry,
- ▶ group discussions with end users and an
- ▶ analysis of means of communication.

From this, comprehensive action recommendations which enable targeted communication on the application of bio-based plastics are derived, excerpts of which are presented in the following:

Please note some fundamental rules of action!

Involve your staff and business partners!

Employees and business customers may need to realign their work content and workflows.

Focus the message!

Clearly emphasise one advantage of the product! This creates

a clear and concise message and provides the customer with security.

Offer added value!

In addition to the advantages of the product, offer the customer a further added value. This could be, for example, service features or guarantee commitment.

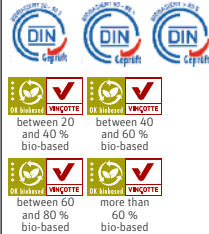

Explain your product quality!

Priority in the communication work should be assigned to the quality characteristics of the products. Consumers' concerns regarding a possible decline in quality of the product can thereby be counteracted.

This is followed by the description of the bioplastic properties. Parallel to this, it is necessary to always verify what evidence of product and material properties is available and what must be performed.

Communicate in an honest, open and transparent manner!

The following table is merely an excerpt from the obtained project results and shows two practical examples of how a communication campaign on bio-based plastics could look like and in which thematic areas it could move.

Channel	Theme: Petroleum-reduced	Theme: Emission-saving
Product (label)	XY percent petroleum	XY percent emission savings (xy tonnes/year)
Packaging (keywords)	Three most important quality characteristics (e.g. durable, stable, waterproof)	
	Bio-plastic characteristics: <ul style="list-style-type: none"> > Petroleum-reduced (in acc. with C14 method, EN 16640) > Which renewable raw materials? > Added value (e.g. less weight) 	Bio-plastic characteristics: <ul style="list-style-type: none"> > Emission-saving (in acc. with ISO/TS 14067, ISO 14040: LCA) > Which renewable raw materials? > Added value (e.g. guarantee)
Certificates/Symbols	bio-based  NEN, Vinçotte, DIN Certco	 Carbon footprint of products (CFP)
Point of Sale (POS) (graphics)	Main advantage: petroleum-avoiding XY percent petroleum WHY: Based on renewable raw materials Disposal: Graphic (in acc. with regional waste regulations)	Main advantage: Emission-saving: XY percent greenhouse gases/year WHY: Based on renewable raw materials Disposal: Graphic (in acc. with regional waste regulations)
Website/Film	Detailed explanation of certification/environmental life cycle assessment, films on raw materials/processing, thematic handling of points of criticism ("land area usage", environmental impacts, etc.), linking to FAQs, tutorials, Webinars	
Social Media /PR	Newsletter, blogs, Twitter or Facebook channels	
Promotion	Product promotion (e.g. at universities or in schools or at public events), product test station at exhibitions, "Open Day"	

Product communication by the example of an advertisement for a bio-based ballpoint pen



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Communication theme:
 Petroleum-reduction

Product label

- „Save resources“
- „biobased plastic“



Certificate

– DINCERTCO Bio-based



Slider Xite
 Ballpoint pen made of 90% biobased plastic

Enjoy easy writing & save resources