

FUNCTIONAL BIOBASED PRODUCTS



Brightplus

Reducing the demands
on our natural resources



AN INTRODUCTION



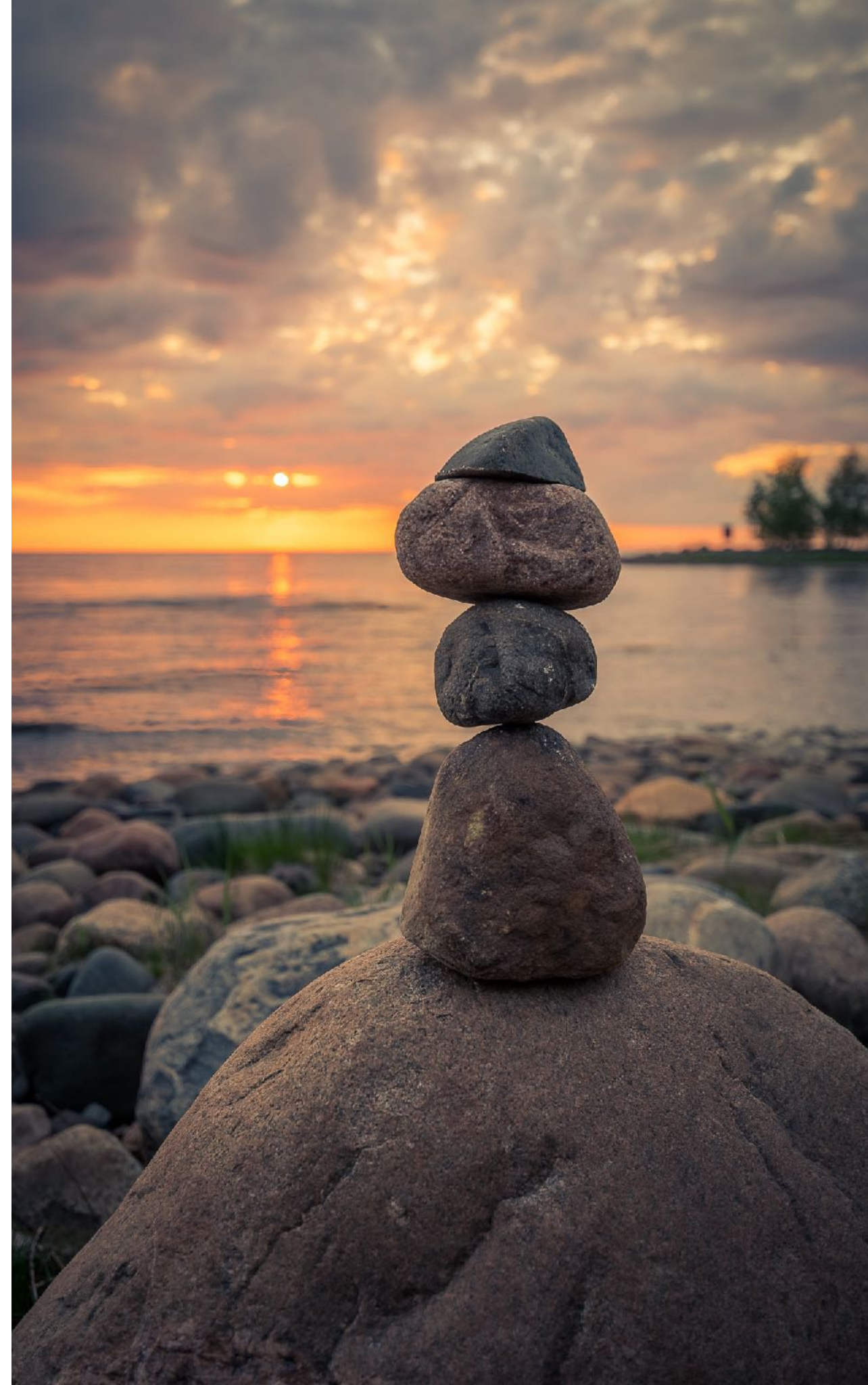
Brightplus

THE PURPOSE BEHIND OUR BUSINESS

Our environment suffers as we extract vast amounts of raw materials from the earth each year to feed our economy. Despite best endeavours, less than 9% is recycled. Yet paradoxically 40% of the materials extracted are never consumed at all - instead they are discarded as undervalued side-streams.

Brightplus was established to address this issue. We grasp the opportunity for utilising these side-streams in production of our sustainable materials. In this way we reduce the demands on the planet's natural resources to help counter issues of deforestation, encroachment of arable lands, CO2 emissions and other associated impacts.

Brightplus develops sustainable and smart functional biobased materials for multiple industries, ranging from packaging to high-end electronics.



CREATING VALUE WITH VISIONARY CHEMISTRY

BrightBio® side-stream technology platform

SIDE-STREAMS FROM
LOCAL HEAVY INDUSTRIES



Using deep tech chemistry techniques,
we create sustainable products out of
these side-streams.

This consists of,
e.g. bio-ash, peels,
bean husks, minerals,
non-edible vegetable oils,
hemicellulose, acids,
CO₂

BrightBio®

Adds functionality and value to
side-stream productisation

40% of the
planet's resources we
extract annually are
discarded by
industries

Supporting our customers step-by-step in their sustainability efforts

MARKETS FOR OUR FUNCTIONAL PRODUCTS

BrightBio® : biobased alternatives, without compromising on functional needs

GLASS COATINGS

Protection without destroying the environment



Existing materials: toxins, solvents and microplastics.

Our solution: no toxins, no microplastics, less process steps, saves energy, price vs. performance.

BARRIER COATINGS

Marine biodegradable

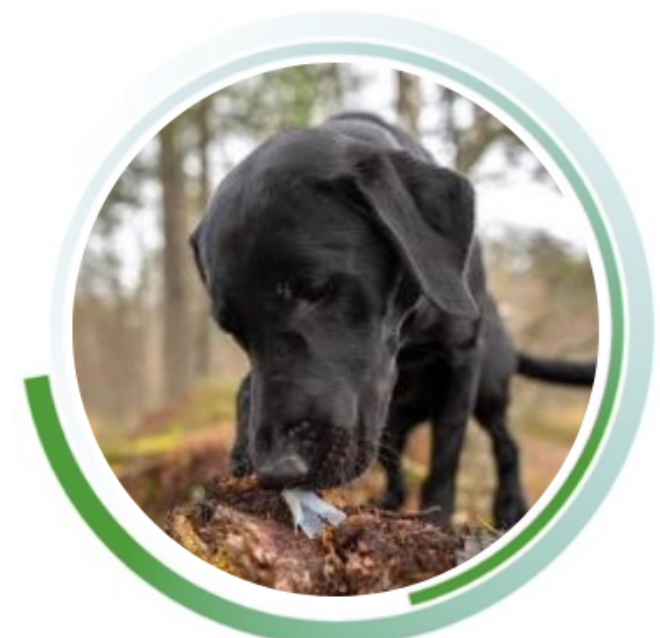


Existing materials: plastic liners & latex, microplastics.

Our solution: Repulpable, no microplastics, excellent barrier performance vs. marine biodegradability.

BIOBASED MATERIALS

Free from microplastics



Existing materials: Fossil-based, non-renewable.

Our solution: no microplastics, renewable natural sources, improved functionality.

SENIOR MANAGEMENT TEAM



Dr Milja Hannu-Kuure **CEO & Co-founder**

Responsible for team growth and business development. Dr. Professor in Catalytic Chemistry with 20 years R&D experience for “go-to-market” solutions based on organic, inorganic and hybrid materials for printed & flexible electronics, siloxane-chemicals, haptic components, OLED displays, multilayer structures and optoelectronics, over 20 patents. Previously with Kemira, Optitune, Hartwall.

Rauna-Leena Kuvaja **Innovations Director**

MSc in Inorganic Chemistry. Liquid materials specialist, for piloting and production of “Green Chemistry” innovations. Expertise in adding sustainability value to industrial processes. Proven scaling and co-creation expertise with Top-500 companies, including external project team for BASF.

Jarmo Sääski **Engineering Director**

Mech. Eng. With over 30 years of deep-tech expertise in functional materials processing. Former senior management for 25 years with Polar Electro for health monitoring devices. More recently Principal Engineer for automotive flexible integral circuits and Innovation Specialist with Lakegroup. 51 patents granted (total) and several pending. Member of the Finnish Plastics Association. Previously with Polar Electro, Tactotek.



Dr Jarkko Leivo **Chairman, CTO & Co-founder**

Responsible for Brightplus technology. Specialist in Material Science, with 25 years deep tech experience. Proven commercialisation success with biobased materials, coatings and specialty materials for cleantech, paper machines, mining, electronics, home appliances, solar, power plants, bio-implants and glass industries. Previously developed many start-ups and previous experience also from industries Ensto Ceramics (part of Metso:Outotec).

Dr Maiju Hietala **Sustainability Director**

Dr. in Biobased Materials. Skilled in business development, solid materials, Innovation Co-creation. Deep tech knowledge of biobased composite side stream materials. Flexible bio-based electronic materials. Head of Brightplus carbon renewable innovations.

Paul Martin **Commercial Director & Co-founder**

Responsible for commercial development and relationships. 35 yrs experience in technology; specialising in sales, marketing and business development. Specific experience of legal and contract negotiation; including structuring collaboration agreements and licence agreements with corporations ranging from start-up to global 500 companies. Previously with IBM and Société Générale.



OUR BUSINESS - IN A NUTSHELL



High-value materials from low value side-stream sources.

Multiple BrightBio® patent families.



B2B clients in multiple European countries.

Products sold around the world through prominent brands.



Agile interdisciplinary team. Specialists in Chemistry, Materials Science, Biomaterials and Engineering.

In-house production and design facilities.

Accepted into National Innovation Programme.





FOR FURTHER INFORMATION

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