

International Conference and Exhibition on **Biopolymers & Bioplastics**

August 10-12, 2015 San Francisco, USA

Sugarcane based polyethylene - The transition from fossil to plants

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Bio-based polyethylene was brought to the global market by Braskem in 2010. Many brand owners and converters have brought solutions to the global market displacing fossil based conventional resins. In many regions these projects have been quickly adopted while in other regions of the world, firms have move cautiously forward without switching. This presentation will review the challenges involved with bringing bio-based solutions to the market and provide case studies of where the value chain has been successful in penetrating the conventional market with renewable resources.

Biography

Joe Jankowski is the Commercial Manager for Green Polyethylene for North America. While working for Braskem America, Inc., he has also gained experience in polypropylene as well as Ultra High Molecular Weight Polyethylene. Prior to that, Joe worked as a machinery engineer for Sunoco refining after serving in the US Navy in operations and engineering roles. He graduated from the U.S. Naval Academy and received his MBA from the Wharton School of Business at the University of Pennsylvania.

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