

BIOCHEM case study

Finding Potential Clients for a Swedish SME

Short description of the SME

A Swedish SME manufactures environmentally friendly materials and bioadditives. Their product portfolio includes textiles as well as wood and paper -based materials with improved functionalities. One of their products is a biomass-based binding agent that improves the properties of nonwovens.

The company was recently appointed as one of Sweden's "hottest" technology companies by leading Swedish business and technology journals.

The business

The company actively looks for new clients and commissioned the BIOCHEM project to map the potential clientele for its biomass-based binding agent. According to the company, they were interested in European companies that produce nonwoven or air-laid materials for e.g. automotive or construction industries using a certain technology.

What is it that BIOCHEM did for them?

BIOCHEM carried out a screening of potential clients, reviewing a total of some 70 companies utilizing industrial associations, company webpages and some market reports as data sources. The relevance of the companies was assessed based on four

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criteria (process; geographical area; raw material base; level of environmental awareness) and the companies were ranked based on their scores. Several highly potential client companies were identified.

What is the outcome?

The company was happy with the results and aims to contact the potential clients immediately.