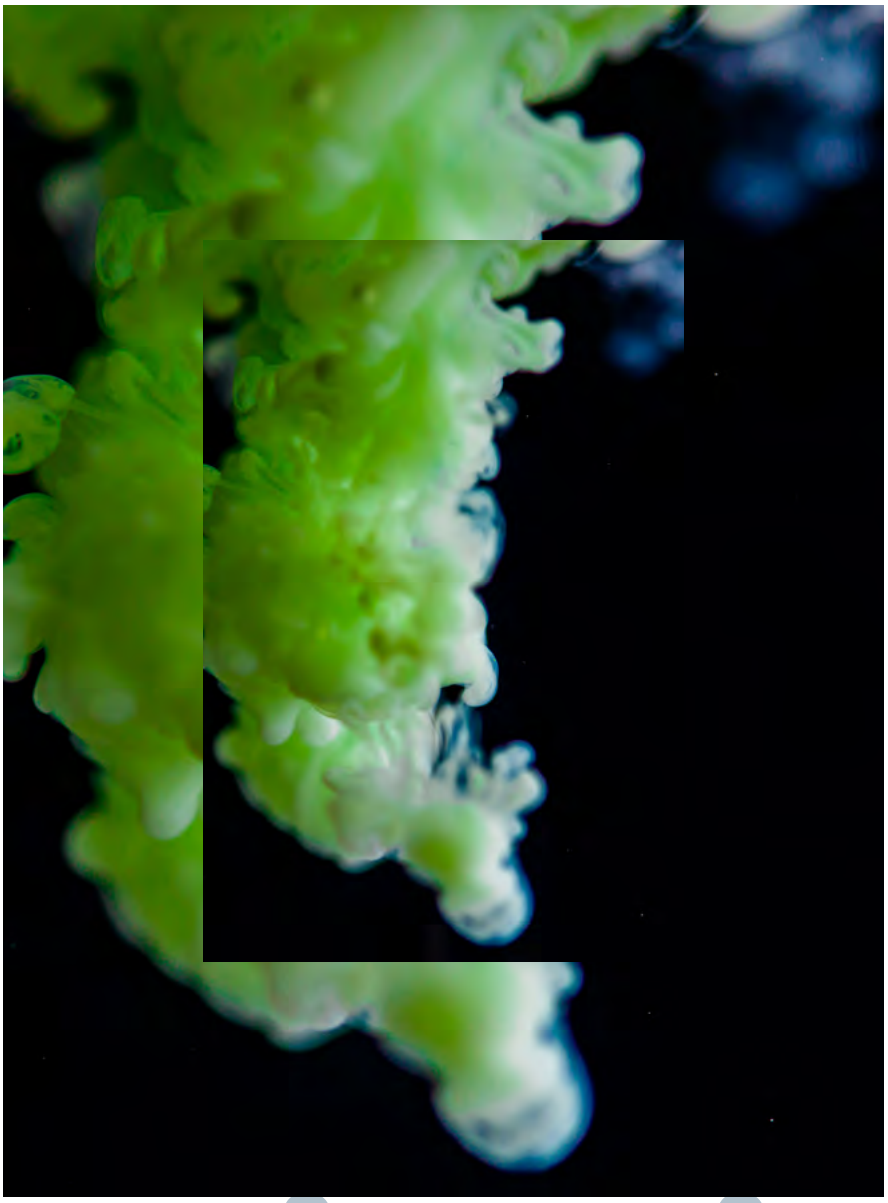
product



designing value

Lamberti

Step into the world of Product sustainability. In this “Product” issue, sustainability takes shape through ideas, materials, technologies and the people behind them. From improving water management beneath golf courses to developing bio-based solutions, advancing textile printing technologies and balancing product preservation with environmental responsibility, these stories reveal how small improvements can create meaningful change.Together, they reveal a changing reality: the chemical industry is increasingly becoming part of the solution rather than part of the problem. Read on and be inspired.

Contents

“Different markets, different technologies, different challenges. Yet all these stories share something in common.”

editorial

When we think about chemistry, our minds rarely jump to golf courses, textile printing, microorganisms, or the subtle behavior of a droplet of water moving through soil.
Yet all of them appear in the pages that follow.
This PRODUCT edition of our sustainability monograph series is not simply about the products we develop, but about the ideas, research, technologies and people behind them.
At Lamberti, products come to life when scientific curiosity meets practical application, and sustainability ultimately becomes tangible. Every formulation, every raw material choice, every process improvement and every innovation represents an opportunity to reduce impact while continuing to deliver the performance our customers expect.
That challenge runs throughout this issue. You will discover how the invisible science beneath a golf course can help optimise water use and improve environmental performance. You will encounter a surfactant derived from discarded vegetable materials, transforming a waste into a valuable resource. You will learn why microbiology plays a crucial role in balancing product protection with environmental responsibility, and how digital printing technologies are helping reshape the sustainability profile of textile production. Finally, you will travel to Brazil, where innovation is helping accelerate the transition towards water-based and bio-based solutions in the coatings industry.
Different markets, different technologies, different challenges. Yet all these stories share something in common. They show that sustainability is rarely the result of a single breakthrough. More often, it emerges through observation, experimentation, collaboration and continuous improvement.
Alongside these Inspiring Stories, we also explore the broader framework behind Lamberti’s product strategy. In 2024, 17.1% of our turnover was generated by new products, supported by an investment of €21.3 million in Research & Development. Innovation, safety, transparency and measurable sustainability continue to guide the evolution of our portfolio and the way we create value for customers and society.
Taken together, the stories and insights collected in this issue reveal a perspective that is sometimes overlooked: chemistry is not only part of the challenges we face. Increasingly, it is part of the solution.
We hope you enjoy reading these stories and find them as inspiring as we did.

PRODUCT
Designing value through science, safety and transparency

Safety First, Science Always

Lamberti’s approach to sustainability is rooted in its scientific identity and in the manufacturing nature of its business. Product responsibility is therefore not a standalone function, but a structured system embedded across development, production and market delivery.

The Group leverages its scientific expertise and manufacturing capabilities to maintain robust and product-specific safety procedures for all products placed on the market. Regulatory and safety information is systematically reviewed to ensure full compliance with applicable requirements, while promoting transparency for all stakeholders.

At the core of this approach is a rigorous evaluation process. All raw materials, intermediates and finished products are thoroughly assessed for toxicological and ecotoxicological properties at the research and development stage, with all data recorded within internal IT systems. Comprehensive documentation, including Safety Data Sheets and Technical Data Sheets, is systematically provided to support correct usage and disposal.

Innovation as a sustainability lever

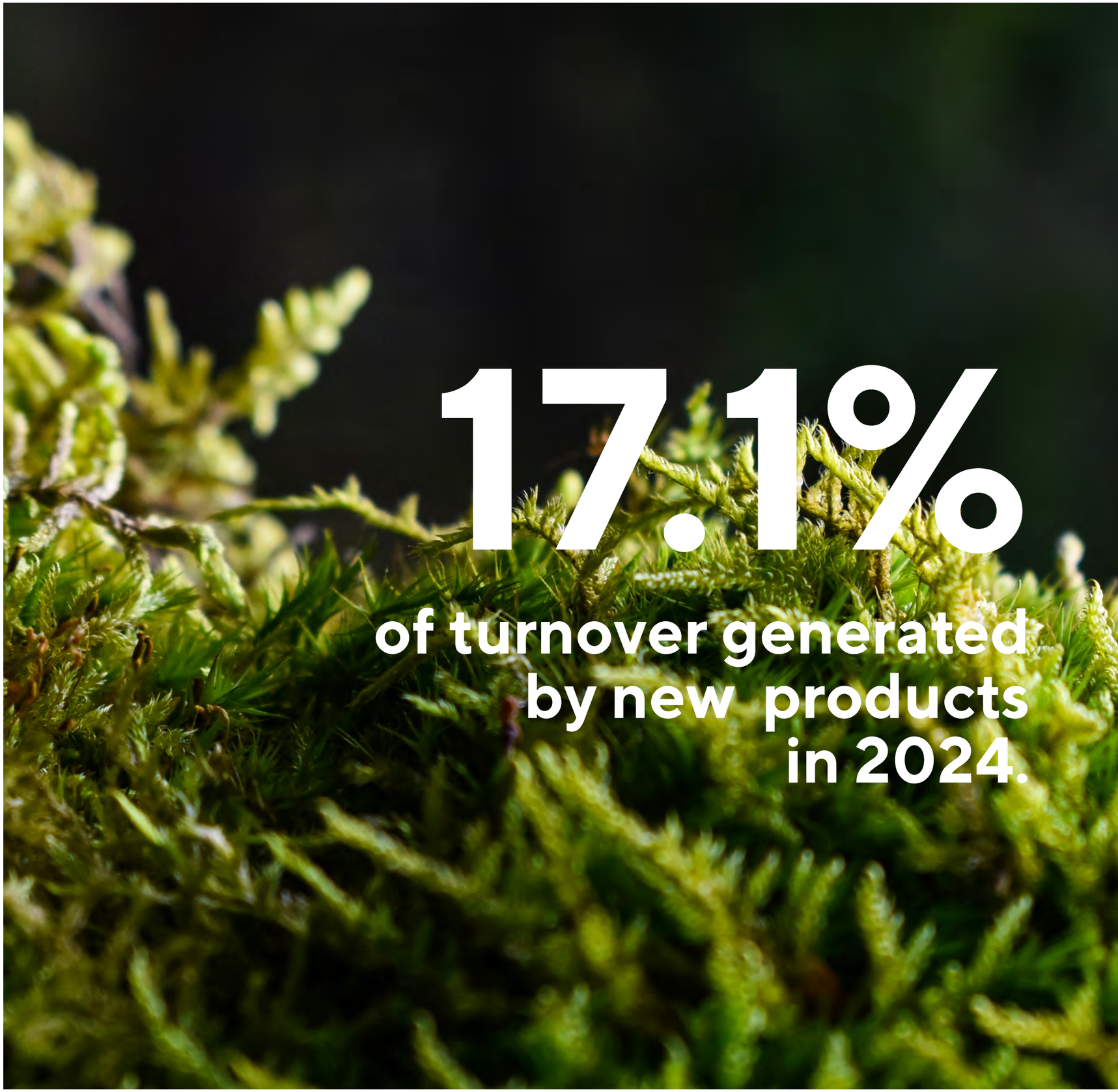
Product innovation represents a central driver of Lamberti's sustainability strategy. The Group continues to develop new solutions aligned with evolving environmental and market expectations, with a clear focus on reducing impact while maintaining performance.

In 2024, 17.1% of total turnover was generated by new products, supported by a strong investment in research and development equal to 3.25% of total turnover, corresponding to €21.3 million.

Innovation is guided by clear sustainability drivers, including:

- increasing the use of renewable raw materials
- developing biodegradable products where relevant
- eliminating substances of very high concern and volatile organic compounds
- advancing water-based alternatives to solvent-based solutions

These directions reflect a long-standing commitment to improving the sustainability profile of the product portfolio across its entire lifecycle.



R&D: Where strategy becomes product

Research and development remains a cornerstone of Lamberti's product strategy.
The Group maintains a portfolio of 540 patents, with 426 granted and 114 pending, and filed 7 new patent applications in 2024. Patent-driven sales increased to 14.1% of total turnover in 2024, confirming the direct contribution of innovation to business performance.

With 169 employees dedicated to R&D, representing 12.7% of the workforce, Lamberti continues to invest in scientific capabilities that enable the development of high-performance, sustainable solutions across multiple industrial sectors.

Scaling sustainability across the product portfolio

Lamberti's commitment to sustainability is reflected in the composition of its product portfolio. In 2024:

- 2,746 products and raw materials were classified as eco-friendly, representing 91.9% of total products
- 1,619 raw materials were eco-friendly, accounting for 88.6% of the total
- the eco-friendly universe covered 91% of total SAP codes

At the same time, renewable content in manufactured products continued to increase, with 1,099 items containing renewable content, corresponding to 43.1% of total SAP codes. Production volumes also rose significantly compared to the previous year.

Transparency through data and measurement

Transparency is a key principle in Lamberti's product strategy.
In 2024, the Group continued working on the automation of Product Carbon Footprint data, with the objective of making this information available across the entire product portfolio. This initiative is intended to provide an additional, highly relevant KPI for stakeholders and clients.

This focus on measurement is consistent with the Group's broader approach to sustainability, which emphasises the use of data and indicators as prerequisites for product development and performance evaluation.

Part of a wider strategy

Lamberti's product strategy is not isolated, but integrated into a broader sustainability framework that spans the entire value chain.

The Group actively engages in initiatives such as Responsible Care, committing to continuous improvement in environmental, health and safety performance, efficient use of resources and transparent reporting.

At the same time, supply chain actions, such as the purchase of certified bio-based raw materials, contribute to strengthening the sustainability profile of finished products while ensuring supply continuity.

From lab to impact

Across its operations, Lamberti positions product innovation as a key lever for delivering sustainable value.

Its chemistry supports a wide range of applications, from personal care and surface treatment to energy, construction, ceramics and agriculture, combining performance with increasing attention to environmental responsibility and resource efficiency.

This approach reflects a broader vision in which products are not only technical solutions, but vehicles for addressing global challenges, from resource use to environmental impact and industrial efficiency.

Redefining chemistry's role

Lamberti's product strategy is characterised by continuous improvement, driven by scientific rigour, structured processes and measurable outcomes.

By combining innovation, safety, transparency and sustainability, the Group continues to strengthen the role of its product portfolio as a central pillar of long-term value creation.

In a sector often associated with environmental and health concerns, Lamberti's approach shows how research and sustainability can redefine the role of chemistry. Through safer products, responsible processes and continuous innovation, the Group contributes to a changing perception of chemistry, from a source of risk to a driver of more sustainable living.

Designing new values in chemistry means embedding sustainability into every product, from concept to application.

inspiring stories #1

Interview with
Sara Cheroni

THE INVISIBLE BALANCE
Preserving performance while protecting the planet

Where it all begins: a laboratory that connects everything

We spoke to **Sara Cheroni, Biotechnology & Microbiotechnology researcher**, who works in Lamberti's microbiology and biotechnology laboratory, a unique facility in Italy that supports the entire Group across its production sites.

Her journey began in 2005, when she joined Lamberti for her university thesis and was later hired into the same laboratory. Since then, her work has focused primarily on microbiology, supporting research and development, production and quality control activities across different sectors.

As she explains, *"we support all the sites... it is difficult because you deal with many people, but it is also what I like the most, because you learn a lot."*

“We all want green products, but we do not want a mouldy product.”

Working across multiple sectors means constant exposure to different needs and challenges, since *“each sector has its own characteristics, and its own issues.”*

This central role places microbiology at the intersection of product performance, safety and sustainability.

The delicate balance between keeping products safe and a greener world

One of the most critical aspects of Sara’s work is the selection of preservatives, or biocides, used to protect products from microbial contamination. These substances are essential across a wide range of applications, from cosmetics to industrial formulations. What might appear straightforward is, in reality, highly complex. Sara describes it clearly: *“it may seem simple, but it is extremely difficult, really extremely difficult.”*

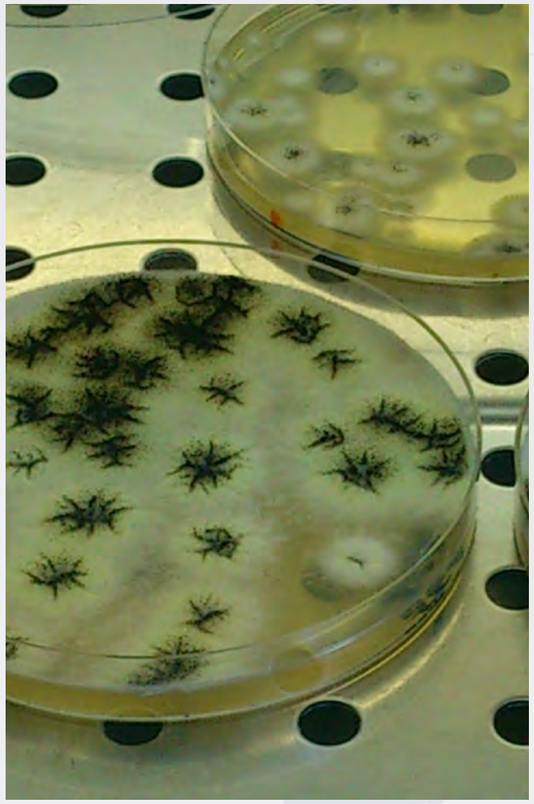
The challenge lies in reconciling two opposing trends. On one side, the chemical industry is moving towards more sustainable solutions, including water-based processes, renewable raw materials and reduced use of hazardous substances. On the other hand, these same changes make products more vulnerable to contamination.

The contradiction is unavoidable: *“we all want green products, but we do not want a mouldy product.”* Each day becomes, in her words, *“a challenge to find the right biocide that protects the product.”* The choice is never universal. Requirements vary depending on the sector, and what works in one context cannot necessarily be used in another one.

At the same time, internal choices also matter. Even when certain preservatives are technically viable, the company may prefer alternatives with a better environmental and health profile. This reflects a shared

responsibility that goes beyond compliance. Sara describes this clearly: *“We always try to choose the best preservative for each product. It is what the company asks of us, but it is also what we feel is the right thing to do as people.”* The result is a continuous search for equilibrium, *“a very, very delicate balance”*, notes Sara.

“The use of biopesticides, based on living microorganisms, represents a more sustainable alternative to traditional chemical solutions.”



“A powder product is certainly less susceptible to contamination, yet each case is different.”

Colombia

Brazil

Argentina

Preventing impact before it happens

Reducing impact does not always mean replacing one substance with another. As discussed during the interview, alternative strategies can sometimes eliminate the need for preservatives altogether. Where possible, formulation choices can make products inherently less susceptible to contamination. This can involve reducing water content, modifying pH, or developing products in powder form. As Sara explains, *“If it is possible to make a powder product, it is certainly less susceptible to contamination, yet each case is different.”*

At the same time, microbiology plays a key role in ensuring product quality throughout the lifecycle. Sara’s team performs microbiological analyses on finished products, particularly in the cosmetic sector, to guarantee that they are safe and compliant. *“We carry out analyses to ensure that the product is suitable from a microbiological point of view,”* she explains, ensuring that it *“does not contain pathogenic microorganisms”* and remains within acceptable limits.

These activities are closely linked to sustainability. Preventing contamination avoids the risk of entire batches becoming unusable. Contaminated products may require disposal as special waste, creating environmental and safety issues.

Shelf life is another critical factor. Products that deteriorate over time, especially after opening, may need to be discarded before being fully used. Ensuring stability therefore reduces waste and supports more responsible consumption.

Sara’s work also contributes to water-saving initiatives. By analysing water quality, her team helps determine whether it can be reused or requires treatment. *“We analyse water to understand whether it can be reused,”* she explains, supporting the company’s efforts in recycling and resource efficiency.

In parallel, collaboration with the agrochemical sector is opening new perspectives. The use of biopesticides, based on living microorganisms, represents a more sustainable alternative to traditional chemical solutions.
“We verify that our products are compatible with these microorganisms and maintain their vitality.” Sara explains, ensuring that these solutions remain effective while reducing environmental impact.

The meaning of PRODUCT

When reflecting on Product and sustainability, Sara frames it as a balance between past and future:

“For me, it’s progress, but in harmony with the environment and with health,” she says. “In the past this wasn’t very often the case, but I hope it will increasingly be, and that the perception of the chemical industry may also change a little in this sense. The chemical industry should no longer be seen only for its impact, but as an essential part of the solution.”

inspiring stories #2

Interview with
Eleonora Delia

PRINTING A BETTER FUTURE

Where performance meets purpose

A career shaped by curiosity

In this interview with **Eleonora Delia Product Manager Digital Inks**, what emerges first is not a job title, but a mindset. A scientist by training, with a background in industrial biotechnology, she has grown within Lamberti across roles and disciplines, moving from microbiology to digital inks and, more recently, into product management. *"I've been with Lamberti for 14 years. I moved from microbiology to biotechnology, then into digital inks, and this year I also became a product manager."*

What drives her is not linear progression, but multiplicity. *"I don't get bored, I like being active on many fronts and seeing how all these things intersect."*

This ability to connect domains, people and perspectives becomes a recurring thread. Sustainability, in her work, is not a separate function. It is something that emerges precisely from this intersection.

"Pigment printing can reduce water consumption by around 90%."

“For now, the customers are still focused on performance.”

Sustainability starts with how you work

For Eleonora, sustainability is not just about what is produced, but how. *“The way we work is already sustainable”*, she says. Her focus is on water-based pigment inks for digital printing, a technology that represents a significant shift from traditional textile printing methods. Compared to analogue processes, digital printing reduces energy use, requires less space, and most importantly, dramatically cuts water consumption.

But the real breakthrough lies in pigment technology versus reactive or acid dyes. Pigment printing eliminates the need for post-print washing, a step that traditionally consumes large quantities of water and generates wastewater requiring treatment. *“In printing, there is very little that is more sustainable than that. It has been estimated that pigment printing can lead to water savings of around 90%”* she notes. The difference is not marginal, it is structural. This shift alone redefines the environmental footprint of an entire industry. And yet, it is only part of the story.

The chemistry behind performance

At the heart of this transformation lies a deceptively simple idea: making particles stick. Pigments, unlike other dyes, do not chemically bond to fibres. They require a binder, a polymer that anchors them to the textile. *“The binder is the core of the process. We study resins that can create this bond and make the product perform”*, says Eleonora.

Here, sustainability meets a fundamental constraint. Customers demand performance first: *“We need to work much harder to make something that is both sustainable and performs well.”* Bio-based and biodegradable solutions exist, but the market is still evolving. *“We do receive requests, and they are increasing, but the market is still a bit immature. For now, the customer is still focused on performance.”*

From formulation to real-world impact

This balance becomes particularly evident in product development. Eleonora shares one particular example: *“The original formulation of a textile pre-treatment product delivered strong performance but included a raw material subject to ADR transport restrictions. This made logistics more complex, requiring specialised handling and increasing costs. We didn’t stop at replacing one raw material, we decided to modify the entire formulation, essentially creating a new product,”* Eleonora explains.

The result, **Lamberti Jet P 70**, maintains performance while eliminating those constraints, simplifying transport and making the product easier to manage across the supply chain. Sustainability, here, is not only about environmental impact, but also about safety, efficiency and usability.

“Sustainability is not a fixed goal”

Expanding the boundaries of application

Moving beyond textiles introduces a new layer of complexity. Surfaces such as plastics behave very differently from fibres, particularly when working with water-based systems like those used in Lamberti’s pigment technologies. “*If you put a water-based ink on plastic, it just spreads, it won’t stay in place,*” she explains.
To address this, the surface must first be treated to become receptive to the ink.

This is where primers developed alongside these systems play a critical role, enabling adhesion and stability while preserving the advantages of water-based formulations. Similar approaches are being applied to decorative papers and other specialised substrates, extending the reach of these technologies into new industrial applications.

An ongoing balancing act

Across all these activities, a consistent principle emerges. Sustainability is not a fixed goal, but a continuous process of adjustment and refinement.

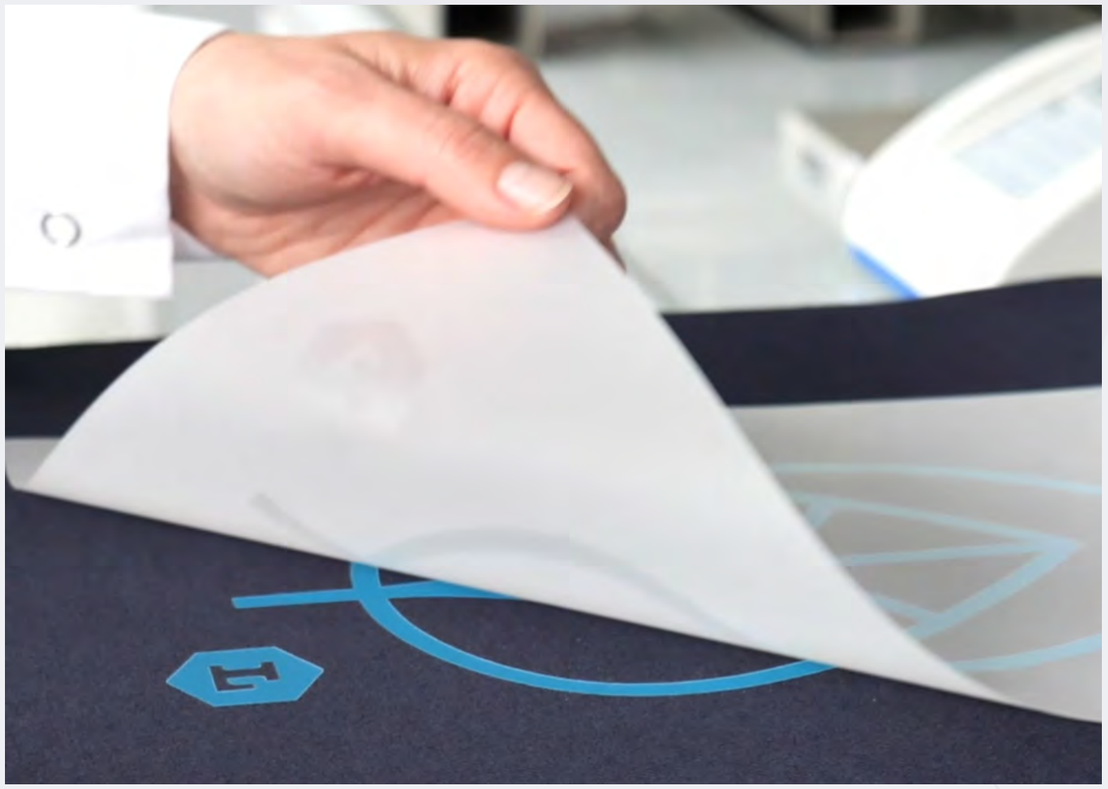
In Eleonora’s work, sustainability is not a label. It is something that takes shape through decisions, trade-offs and constant improvement. A process where innovation is measured not only by what is created, but by how it performs, how it is used, and how it contributes to a more sustainable way of producing and consuming.

The meaning of PRODUCT

For Eleonora, a “Product” seems to be more than just a formulation or a finished output. It begins with functionality: a product must first meet the expectations of the customer, because “*the customer ultimately buys performance*”. From there, sustainability enters not as a separate feature, but as a constraint that shapes how that performance is achieved.

Put in a single sentence, a product is a performance-driven solution shaped by constraints, where sustainability is embedded in how it is made, used and evolved.

In the photo: Eleonora Delia - Product Manager Digital Inks // Lorenza Mariani - Digital Inks / Primers Laboratory Manager



inspiring stories #3

Interview with
Colleen Clifford

DEEP DOWN BELOW THE GREEN

How Aquatrols, Lamberti's US-based turf and horticulture specialist, is helping reshape water management through soil science

We spoke to **Colleen Clifford, Director of Marketing at Aquatrols**, about water, golf courses, sustainability and the invisible science hidden beneath the turf.

Headquartered in Paulsboro, New Jersey, Aquatrols is part of the Lamberti Group and primarily serves the North American turf, golf and horticulture markets. Yet behind the company's highly specialised soil technologies lies a story that begins not in laboratories or on golf courses, but in family gardens. "*My grandfather grew up on a farm, so we always had a vegetable garden out back,*" Colleen recalls. "*My grandmother was an avid gardener, and so was my mother.*" Before joining Aquatrols twenty-five years ago, she already had a strong connection with the natural world. "*Growing things was always something that was interesting to me," she says. "But I never completely understood the soil science behind it. Aquatrols was able to give that to me, and I found it completely fascinating.*"

Founded in the 1950s, Aquatrols has spent decades studying one deceptively simple question: how does water actually behave once it reaches the ground?

"We only want to use the water we need."

“Being part of the Lamberti Group, we now have access to technologies that are not always available to competitors.”

The fascinating behaviour of water

“*Water likes to stick to itself more than anything else,*” Colleen explains. It is a phenomenon most people have observed on a windowpane, where small droplets merge into larger ones before gravity pulls them downward. According to Colleen, water behaves in much the same way inside the soil profile, even if the process remains invisible to the eye. “*There are places in soil that are more accepting to water, and other places that have water repellency,*” she says.

The result is uneven irrigation. Some areas remain dry while others become oversaturated, even when the surface appears to have been watered uniformly.
“*What our products do is modify how soil and water interact with each other so that you can achieve better moisture uniformity overall.*”

The implications extend far beyond aesthetics. Better water penetration means healthier roots, stronger turf, safer sports surfaces and reduced waste.
“*We only want to use the water we need,*” she says. “*If we can get it into the root zone more effectively, this limits the amount of water we have to put down.*”

Because water also acts as the carrier for fertilisers, fungicides and other treatments, more efficient water distribution can reduce the need for reapplication and improve overall environmental performance. “*That is the other piece of sustainability that our products help with; everything goes in a little bit more evenly, it is utilized more effectively, and the plants are healthier with as little input as possible.*”

“The FairWays Foundation provides grants for environmental projects linked to golf courses.”

The FairWays Foundation

Setting the standard

Alongside these evolving expectations, some priorities remain of paramount importance. *“In our company safety is a central aspect,”* Colleen says. From the very beginning of an employee’s journey, safety is actively managed, as it is a core pillar of the organisation.

This attention is deeply embedded in the company’s culture and remains a non-negotiable foundation, alongside the growing focus on broader wellbeing.

The people behind the course

Despite working in a highly technical field, Colleen repeatedly returns to the human side of the industry, especially the people responsible for maintaining golf courses and green spaces. *“You cannot be a golf course superintendent unless you truly love nature.”*

Although she does not play golf herself, she speaks enthusiastically about visiting courses and listening to superintendents describe their work. *“They are so excited to throw you in a golf cart and drive you all over the property. It truly is like their child.”*

That same philosophy inspired the creation of the FairWays Foundation, established by Aquatrols employees and now supported by Lamberti. The initiative provides grants for environmental projects linked to golf courses and professionally managed landscapes. *“We wanted to give back to the industry that has treated us so well.”* Projects funded by the Foundation include the installation of pollinator habitats, invasive species removal, and bioswale construction (a stormwater drainage scheme that uses plants as a natural filtration system). *“Many golf course superintendents are interested in projects that make properties more environmentally responsible and sustainable, but may not have the budget funds to make that happen. We can help with that.”*

“Our customers work with the natural world. They want to protect it as much as possible.”

The Foundation was intentionally designed to remain accessible. *“We created the application form specifically so that you did not have to be a grant writer to fill it out.”*

What “Product” means today

For Colleen, sustainability is closely tied to responsibility towards both the environment and future generations. In many ways, the fascination with growing things that began in her grandparents’ garden still shapes the way she thinks about innovation today. *“Our customers work with the natural world. They want to protect it and take care of it as much as possible.”*

From her perspective, the meaning of “product” itself becomes inseparable from that responsibility: *“a product should be something that does what it is intended to do with as little outside impact as possible.”*

inspiring stories #4

Interview with
Cristina Picco

THE CHEMISTRY OF SOLUTIONS

How sustainability is reshaping surfactants, processes and the very role of chemistry in everyday life

From detergents and cosmetics to agriculture and industrial applications, surfactants quietly shape countless aspects of modern life. Yet the chemistry behind them is undergoing a profound transformation.

In this interview with **Cristina Picco, Research & Development Specialist in Lamberti's Oleochemistry Division**, sustainability emerges not as a marketing label, but as a complex design challenge involving raw materials, process optimisation, biodegradability, logistics and performance.

The goal is no longer simply to produce effective chemistry, but to rethink how chemistry itself can contribute to a cleaner, safer and more resource-conscious industrial model.

Turning waste into value

Oleochemistry is a transversal technology within Lamberti, serving sectors ranging from agrochemicals and ceramics to personal care and energy solutions. Over the years, sustainability considerations have become increasingly integrated into the development process. “Now, in the new projects’ opening forms, there is a section where the sustainability impacts of the new product must be reported,” Cristina explains.

One project focuses on replacing traditional dispersing agents used in agrochemical formulations, substances increasingly scrutinised for their potential harmful effects. Lamberti’s alternative starts from a waste product from food processing. The added value of this project is the recovery of waste that would otherwise be discarded,” she explains.

The resulting dispersing agents derive from renewable sources and offer improved biodegradability profiles while maintaining comparable surfactant properties and application performance to the original products.

Rethinking chemistry at process level

For Cristina, sustainability does not only concern raw materials. Sometimes, the biggest improvements happen inside the process itself.

One important project focuses on reducing impurities generated during the production of ethoxylated surfactants, widely used across multiple industries including personal care, detergents, agrochemicals and energy solutions. During production, substances such as ethylene oxide and dioxane can form as residual impurities.

“They are toxic and suspected of posing potential cancer risks,” Cristina explains. Rather than redesigning the products entirely, the team focused on improving the purification stages.

“We introduced more effective stripping stages,” she explains. “Essentially vacuum distillation processes designed to remove impurities. We then optimised the operating parameters to further improve impurity removal.”

The work was partly driven by evolving regulatory discussions in Europe. “German authorities had proposed restrictions on the levels of these impurities,”she notes. “Even if the regulatory framework is still evolving, it is important to start working in that direction now.”

The objective, however, remains uncompromising. “We cannot provide something that costs more and performs worse,” Cristina says. “At the very least, it has to perform just as well.”

“We cannot provide something that costs more and performs worse”

In the photo: Giovanni Viscardi - Technical Marketing Manager // Cristina Picco - Research & Development Specialist // Tamara Verzotti - Oleochemistry Researcher

“A completely new technology”

Less packaging, fewer emissions

Another project tackled sustainability from a completely different angle: transport and packaging. Surfactants are usually sold in liquid form, often with relatively low active concentrations. This means larger packaging volumes, more plastic, and greater transport impact.

Lamberti’s response was to develop solid surfactants for the personal care market.
“The idea of having a solid surfactant impacts both plastic reduction and transport,” Cristina explains. “A one-litre container is very different from having 100 grams in much smaller packaging.”

The benefits are immediate:

- reduced packaging volumes
- lower plastic consumption
- improved transport efficiency
- reduced CO_2 footprint

“It is a good strategy if we want to reduce plastic and reduce transport volumes,” she says.

The market response, however, reflects one of the recurring tensions in sustainable innovation: consumer habits. “Solid shampoos appeared on the market some time ago,” Cristina notes. “They are still around, but perhaps they never took off as strongly as expected.”

The new frontier: biosurfactants

Among the most exciting developments is Lamberti’s work on biosurfactants, which Cristina describes enthusiastically as “a completely new technology”.

Unlike traditional synthetic surfactants, biosurfactants are produced through fermentation processes involving microorganisms such as bacteria and fungi.

“Products help solve problems”

“They are a biodegradable, eco-compatible and sustainable alternative to synthetic surfactants,” she says.

The microorganisms transform organic substrates, often agricultural or industrial waste streams, into surface-active molecules. The challenge, however, lies in production efficiency. “At the end of the fermentation process, the resulting broth contains only a small percentage of surfactant alongside large amounts of residual material,” Cristina explains.

This is where Lamberti’s expertise comes into play. “We take these fermentation broths and purify them to obtain highly concentrated surfactants.” The technology is already beginning to appear in commercial consumer products, although currently in small quantities.

“The market is starting to move in this direction,” Cristina says. “It is gradually redefining the way surfactants are conceived and developed.”

What “Product” means today

In Cristina Picco’s perspective, sustainability does not exist separately from the product itself. It becomes part of the way the product is conceived, developed and ultimately brought into the world. More broadly, she believes chemistry itself is undergoing a transformation, increasingly shifting from being perceived as part of the environmental problem to becoming part of the solution.

“For me, a product is something that can help solve a problem, either from an application point of view or because it has a better sustainability impact.”

inspiring stories #5

Interview with
Priscila Schmitz

Mexico

TN (USA)

LIFE IN THE FORMULA

Colombia

Brazil

Argentina

We spoke with **Priscila Schmitz** and asked her to share her thoughts on what product sustainability really means. She didn't hesitate, saying it's all about "**life**". But there's a lot more to it than just that one word, it's a story about coming up with new ideas, being responsible, and how the choices we make when designing products can have a big impact.

“Sustainability is now seen as a way to improve design”

The science of better choices

For **Priscila Schmitz, managing the South America business at Lamberti’s site in Nova Odessa, Brazil,** means sustainability is more than just a topic of discussion. It’s something she deals with every day, whether it’s making technical decisions, working with customers, or coming up with solutions that meet performance goals while being responsible. This approach is essential to her work, as she strives to find a balance between what the business needs and what’s best for the environment. By making sustainability a part of her daily routine, Priscila is able to turn a concept into a reality, one that has a real impact on the company and the community. Having joined Lamberti nearly four years ago, Priscila works at the intersection of business development, technology and customer support. Her role involves bringing new technologies to the South American market and helping customers identify the most suitable solutions for their applications. Working closely with product development teams, she helps transform the potential of raw materials into practical, market-ready solutions. In this context, sustainability becomes an integral part of decision-making.

“In my daily work, product sustainability means making technical decisions that consider not only performance and cost, but also environmental impact, safety, and lifecycle aspects.”

A big change is happening in the industry. In Brazil, people are talking more and more about sustainability.

At Lamberti, teams are discussing how to use renewable materials, reduce emissions, and make processes more efficient. Sustainability is not seen as a restriction anymore, but as a way to drive innovation and improve product design. This shift in thinking is becoming more common, and it’s changing the way companies approach their work. As a result, sustainability is now a key part of the design process, and it’s helping to create new and better products.

In the photo: Rafael Silva - R&D - Technical Support // Fabiana Gasparini Costa - HR Manager // Priscila Karine Fuentes Schmitz - Surface Treatment Business Manager South America // Ozania Costa - Technical Marketing Manager // Renildo Borges De Carvalho - R&D Surface Treatment Manager // Sandro Solera - Textile Sales Manager

The bio-based advantage

For instance, a specific project really shows how this method can lead to actual outcomes. **Lamberti worked with a customer in Brazil to launch a new varnish called STRONG BIO-K1**. This varnish was made using **Esacote BIO 118, a special resin that has about 33% of its content coming from biological sources.**The project combined several objectives that are often viewed as competing priorities: **sustainability, performance and cost-effectiveness.**

The Esacote BIO 118 system provides a great balance between how well it works and its cost, making it a good choice for creating solutions that are better for the environment. It has low VOC emissions, which means it releases fewer harmful chemicals into the air, and its overall impact on the environment is smaller. This makes it a more sustainable option.

The value generated by the project extended beyond sustainability metrics alone. The new formulation also improved performance within a one-component system while offering better application conditions for end users. The achievement reflects a broader principle that increasingly guides product development across the coatings industry: sustainability gains are most effective when they are accompanied by tangible performance benefits.

The company's approach was also acknowledged by others. For example, in 2025, **Lamberti Brasil was honoured at the Paint & Pintura Innovation and Sustainability Awards**, which showcased their dedication to merging cutting-edge technology with eco-friendly solutions for the coatings industry. This recognition underscored the company's efforts to make a positive impact on the environment while driving innovation forward. By combining these two key elements, Lamberti Brasil was able to demonstrate its commitment to a more sustainable future, and this award was a testament to their hard work and dedication in this area. What really matters to Priscila is when these solutions actually work in the real world and make a difference for the people using them.

Breaking old habits

Innovation is not just about technology, it's also about changing the way people think and see things. Often, the biggest hurdle is getting people to shift their perspectives and adapt to new ideas.

In Brazil, one major obstacle is the traditional preference for systems that use solvents. Even though there's a growing interest in being more sustainable, many areas still heavily rely on old technologies. This makes it tough to switch to newer, more environmentally friendly methods. As people become more aware of the need to be sustainable, it's likely that this preference will start to change, but for now, it remains a significant challenge.

“These solutions actually work in the real world and make a difference for the people who use them”

Rather than attempting to overcome this challenge through theory alone, Priscila and her colleagues focus on demonstration, testing and collaboration.

“We addressed this through testing and close collaboration with customers, developing formulations that clearly demonstrate performance.”

When people actually try out solutions for themselves, their opinions can shift really fast. What matters most is how well something works. Things are looking up. We’ve seen some great results lately - lower VOC emissions, better sustainability, happy customers, and consistent performance. But what’s really exciting is that these successes have paved the way for even more innovative solutions and given us the momentum we need to keep moving forward with new sustainable projects.

This progress depends heavily on collaboration. **Developing sustainable products requires balancing technical, economic and environmental considerations simultaneously.** Research and Development, Production, Procurement, Suppliers and Customers all play essential roles in the process.

Priscila points to stakeholder involvement from the earliest stages of development as one of the most effective practices for creating successful outcomes.

“*We recently helped a customer make a big change by switching from a solvent-based flooring solution to a water-based one, which worked for both matte and glossy finishes.*” This change not only helped the environment, but it also made the product better for the people using it.

Life after solvents

Priscila is looking to the future and she thinks there are lots of chances for things to get even better. In places like Brazil, people are getting more interested in trying new things instead of using the old ways that aren’t as good for the environment. This is great news for water-based and bio-based technologies, and it could be a big help for them to grow and expand.
The opportunity for Lamberti lies in continuing to develop high-performance solutions with a lower environmental footprint while maintaining the balance of performance and cost-effectiveness that customers require.

“*I believe our role in the industry is to develop solutions that meet today’s needs without compromising the future.*”

For Priscila, sustainability becomes meaningful when translated into practical outcomes. Replacing solvent-based systems with water-based alternatives can reduce odours, improve application conditions, lower VOC emissions and contribute to healthier environments for the people who use those products every day.
When asked what the word “Product” means to her, she offered an answer that captures the spirit of both her work and the wider goals of sustainable innovation.

“Life.”

When we think about making products more sustainable, it’s not just about the materials we use or how well they work. It’s about creating things that will help keep our planet healthy, make sure people are safe, and give the next generation a better world to live in.

glossary

Bio-based

Any product intentionally made, either wholly or partially, from renewable biological resources such as plants, forestry materials, or agricultural waste. At Lamberti, bio-based materials are not an end in themselves. Their value lies in combining renewable origin with performance, reliability and industrial viability.

Biocides

Substances used to control the growth of microorganisms such as bacteria, molds and fungi. Essential for product preservation, they embody one of sustainability's most delicate balancing acts: protecting products while minimising environmental and health impacts.

Binder

A material that binds pigments or other particles to a surface, ensuring adhesion and durability. In digital printing, it is the invisible component that makes performance possible, quietly holding the entire system together.

Functionality

The ability of a product to perform its intended task effectively and consistently. Sustainability can only create value when functionality remains uncompromised. If a product does not work, it is not sustainable.

Green

A broad term generally associated with environmentally responsible products, technologies or practices. As the stories in this monograph show, green is not a label but the result of measurable improvements, thoughtful design and better choices. Occasionally, it is also a golf course.

Biosurfactants

Surface-active agents produced through biological processes, typically involving microorganisms and fermentation. They represent a new frontier in chemistry, where nature increasingly becomes a partner in product development rather than merely a source of raw materials.

Oleochemistry

The branch of chemistry based on oils and fats, often derived from renewable biological sources. It reflects a growing shift towards raw materials that originate from agriculture rather than fossil resources.

Bioswales

Landscaped drainage channels designed to capture, slow-down and naturally filter rainwater runoff. They are a reminder that some of the most effective environmental technologies are often hidden in plain sight.

Performance

The ability of a product to deliver the results expected by its users. Across every sector and application, performance remains the benchmark against which sustainable innovation is ultimately measured.