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Evonik produces new-generation PVC plasticizers

- Evonik offering phthalate-free and bio-based plasticizers—strategic portfolio addition
- New ELATUR® product brand
- New production facility at the Marl Chemical Park

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Evonik launched a new generation of PVC plasticizers this year with its new ELATUR® product brand. With this strategic portfolio addition, Evonik is consistently expanding its product range of sustainable plasticizers.

The ELATUR® CH phthalate-free plasticizer is particularly suitable for sensitive PVC applications such as articles of everyday use that come into direct contact with the skin.

Production of the phthalate-free plasticizer 1,2-cyclohexane dicarboxylic acid diisononyl ester started in June 2013 at a new production facility of Evonik at the Marl Chemical Park. The facility has an annual capacity of 40,000 metric tons.

Based on the company's consistent research efforts, the new generation of plasticizers will be gradually expanded with further innovative products in the future. That will also include marketing additional bio-based plasticizers to be launched by Evonik as part of its ELATUR® brand.

Evonik operates a dedicated research and development laboratory for the development of plasticizers at the Marl site, which also offers technical customer service.

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“Adding phthalate-free and bio-based plasticizers to our portfolio is an ideal supplement to our existing, proven VESTINOL® product family,” explains Dr. Rainer Fretzen, the head of the Performance Intermediates Business Line of Evonik. “With our new ELATUR® plasticizers, customers will have an even broader choice of plasticizers that are individually and optimally suited for their requirements. We offer complete service from a single source to our customers, including logistics and technical support.” Evonik plasticizers are primarily used in the plastics industry as well as the automotive and construction industry.

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik’s corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms.

Evonik is active in over 100 countries around the world. In fiscal 2012 more than 33,000 employees generated sales of around €13.4 billion and an operating profit (adjusted EBITDA) of about €2.4 billion (excluding Real Estate in both cases).

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