



# Corporate Strategic Intelligence: Chemicals and Materials

## Build Winning Positions in Chemicals and Materials

Alongside strategy, a leading indicator and key aspect of a company's long-term success is its technological differentiation. Measured by concrete holdings such as patents, product synergies, trade secrets, and difficult-to-replicate business models protected by key know-how, these differentiators are notoriously difficult to assess. While traditional financial analysis typically infers technology and other advantages from historical data such as profitability, it does not capture changes in competitive position that will impact a company moving forward. Conversely, corporations and sell-side analysts overhype advances, making accurate understanding of a company's portfolio challenging. Lux's Corporate Strategic Intelligence enables clients to:

- > Track key large chemical and materials companies' offerings, innovation strategy, and their place in the competitive market
- > Assess an ongoing stream of mid-size companies' technology and prospects, sector by sector across the chemicals and materials space
- > Build future-focused M&A strategies at the corporate and business unit levels to maximize opportunities, and identify and mitigate threats

### Intelligence Access

For more information on how to access the Lux Corporate Strategic Intelligence: Chemicals and Materials service, contact your Lux Research account manager, or call +1-888-589-7373 or +1-617-502-5300. Send email to [info@luxresearchinc.com](mailto:info@luxresearchinc.com). Visit us on the web at [www.luxresearchinc.com](http://www.luxresearchinc.com).

### Sample Corporate Strategic Intelligence: Chemicals and Materials Topics

Sectors	First-tier Companies	Mid-sized Companies
> Plastics and resins	> 3M	> Aegion
> Alloys	> Air Liquide	> Calgon
> Adhesives	> AkzoNobel	> Cathay Biotech
> Synthetic rubbers	> Asahi Kasei	> MH & RE. S.p.A.
> Coatings	> BASF	> DIRT Environmental Solutions
> Consumer chemicals	> Bayer	> Hanzhou First PV Material
> Membranes and films	> Braskem	> Heraeus Precious Metals
> Gaskets and o-rings	> DowDupont	> Hunan Reshine New Material
> Electronics materials and chemicals	> Ecolab	> Hunan Shanshan
> Composites	> Formosa	> Jiangsu Lianhai Biological Technology
> Ceramics	> Hitachi Chemical	> Jinan Shengquan Group
> Abrasives	> Ineos	> Kroff
> Building materials	> LG Chem	> Madico
> Automotive materials	> LyondellBasell	> NatureWorks
> Industrial chemicals	> Mitsubishi Chemical	> Novamont
> Industrial gases	> Mitsui Chemical	> Oxiteno
> Chemical precursors	> SABIC	> Poet
> Catalysts	> Sinopec	> Taghleef Industries
	> Sumitomo Chemical	> Wacker Chemical Corporation
	> The Linde Group	

### Lux Research Difference

The Lux Corporate Strategic Intelligence: Chemicals and Materials service is unique because it is:

#### Technically Rigorous

Offers analysis by expert technical analysts with deep understanding of the technology space

#### Opinionated

Makes decisive calls about companies and technologies

#### Unbiased

Obtains objective/independent information and delivers impartial analysis

#### Confidential

Allows clients to secure information about innovators without revealing their identities

#### Cost-effective

Costs far less than expensive consultants or a resource-intensive internal team

# Corporate Strategic Intelligence: Chemicals and Materials

## Research Membership Access

Lux Research members get on-demand access to Lux's analysts, publications, and data across a set of emerging technology domains customized to their needs. Analysts with deep expertise in each domain provide ongoing market intelligence and technology scouting to help executives find new business opportunities and make better decisions.

## Membership Benefits

### Executive Sessions

Lux Research analysts regularly structure and deliver Executive Sessions – typically half-day to full-day onsite interactive meetings, which are a combination of Lux Research presentations and working sessions – that allow clients to tap more deeply into Lux data, methodologies, and insight.

### Member Site

Lux Research's ongoing series of Company Profiles, Journals, and Large Company Reports provide a wealth of information. To access these publications and quickly find the information you need, clients can use Lux Research's Member Site.

### Market Analysis

Lux Research analysts' deep understanding of the underlying technologies makes them uniquely qualified to provide insightful market analysis of the chemicals and materials space. Drawing on extensive primary research for technical and market insight, Lux Research helps clients understand market opportunities through:

- Detailed Large Company Reports
- Analyst Insights
- Data Trackers

### Company Profiles

\* Mid-size companies in the chemicals and materials space are prime targets for corporate M&A teams as they move the needle financially and strategically. Lux Mid-size Company profiles focus on companies in the \$100 million to \$500 million revenue range, with 4-5 page profiles covering technology, strategy, key transactions, key issues, business presence by region, partnerships, and more.

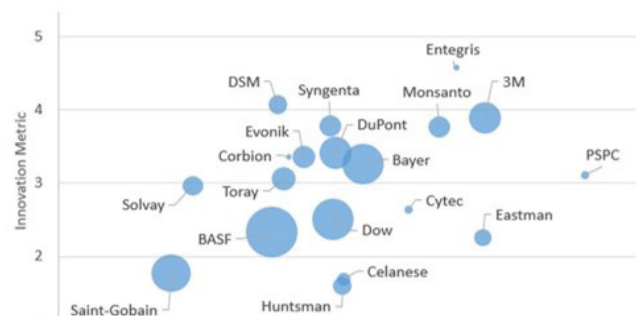
### Analyst Inquiries

In addition to accessing Lux Research's written research in the form of Company Profiles, Journals, and Large Company Reports, clients can also contact Lux Research analysts, who will quickly answer custom questions based on their ongoing research into emerging technology areas.

## Visualization Tools

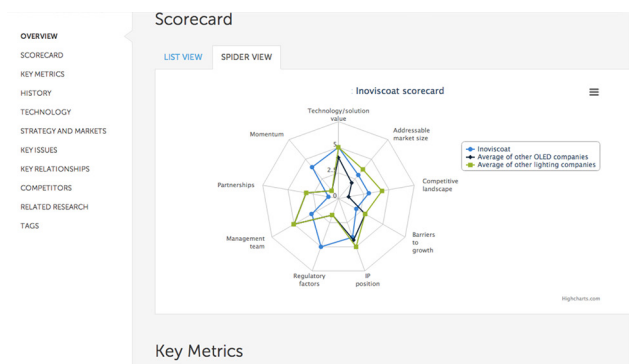
### Lux Competitive Benchmark

Lux Research collects information and provides analysis on top players in the same space based on overall business execution and innovation quality. Strong in-house R&D, patent portfolio strength, and a history of technology-related acquisitions and investments drive the Innovation Metric. Business execution measures sales and profit health, along with strategic focus on market channels.



### Segment-Specific Lux Competitive Benchmarks

Drilling down into a company's performance segment by segment, Lux focuses on differentiators specific to the space. This is mapped to a percentage of overall revenues for a company in a particular segment.



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