

Identifying next-generation biobased and CO₂-derived materials for a footwear and apparel manufacturing leader



Challenge

A leading high-performance footwear and apparel maker, hired Lux Research to identify material innovations of high sustainability value such as biobased and CO₂-derived chemicals and polymers, which also meet consumer expectations of enhanced performance and thus can replace existing high volume/impact materials across the materials supply chain.



Solution

Lux built a landscape of emerging developers in this space and a searchable database of end-product and feedstock information, performance and sustainability attributes, and commercialization potential. Lux created a custom scoring rubric encompassing environmental impact metrics as well as performance criteria, which was used to evaluate the relative attractiveness of the resulting materials and identify prominent candidates that align with the client's goals.



Value

Lux provided the client with a clear understanding of the sustainable and high-performance material landscape with clear recommendations where applicable. The client is using the deliverables to inform the company's new product development strategy and roadmap utilizing biobased and CO₂-derived materials.

