



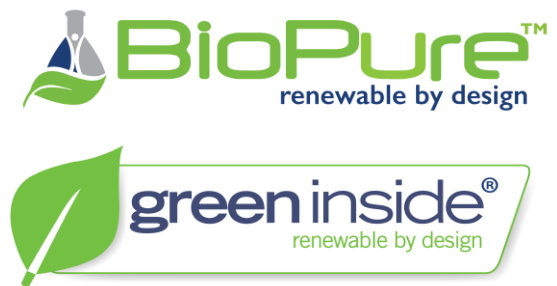
Renewable chemicals naturally designed and engineered to deliver the performance that adds value to everyday products

## Green Biologics Announces New Brands for High Purity, Bio-Based Products

### *Renewable Specialty Chemistry Company Introduces BioPure™ and GreenInside® Product Lines*

Ashland, Virginia and Abingdon, Oxfordshire U.K. (October 12, 2016) – [Green Biologics, Inc.](#), the U.S. subsidiary of Green Biologics Ltd., a U.K. industrial biotechnology and renewable chemicals company, announced today the branding and product development strategy for its high purity bio-based n-butanol and acetone, as well as associated downstream products. The company aims to market all 100 percent bio-based chemicals under the brand “BioPure™,” a descriptive brand name that encapsulates both the purity and sustainability of its bio-based chemistry. Green Biologics has also registered the trademark “GreenInside®” for co-branding opportunities with its collaboration partners, who will use the mark on a wide range of consumer and industrial products making sustainability claims based on Green Biologics’ technology.

“We believe branding is an essential part of value creation,” said David Anderson, Global Vice President of Marketing for Green Biologics. “Differentiating our high purity bio-based products from commodity petroleum-based alternatives underscores our strategy to drive value in customer applications and downstream products.”



The company aims to offer a full slate of 100 percent bio-based products both through its own manufacturing and through third-party contract manufacturing. In addition to n-butanol and acetone, Green Biologics is set to market high purity 100 percent bio-based isopropyl alcohol and a range of specialty esters of n-butanol, isopropanol and other bio-based alcohols. Through current and anticipated collaborations, the company is actively pursuing opportunities in cosmetics, food ingredients, plasticizers, monomers and specialty solvents.

“We’re focused on identifying and securing opportunities in markets that can leverage the value of our sustainable products,” said Timothy Staub, Global Vice President of Business Development. “Our future is driven by collaborations with brand and market leaders in a range of chemical, consumer and industrial markets where we believe our technology adds value.”

Green Biologics, a member of the [American Chemistry Council \(ACC\)](#), is in the early start-up of its first commercial production facility for BioPure™ renewable n-butanol and acetone in Little Falls, Minnesota, and aims to be in commercial production by late 2016.

“Our core product strategy is driven by opportunities in the \$450 billion specialty chemicals market,” adds Anderson. “We’re a new-products-focused company and we aim to develop and introduce a number of exciting new products for both consumers and industrial customers in the coming weeks and months under our own

#### Contact Information:

Green Biologics Inc.  
Attn: David Anderson  
Global Vice President Marketing  
[david.anderson@greenbiologics.com](mailto:david.anderson@greenbiologics.com)  
Website: [www.greenbiologics.com](http://www.greenbiologics.com)



brands and with our value partners.”

To learn more, please visit [www.greenbiologics.com](http://www.greenbiologics.com).

### **About Green Biologics**

Green Biologics Ltd (GBL) is a renewable chemicals company based in Abingdon, England with a wholly owned U.S. operating company, Green Biologics Inc., based in Gahanna, Ohio. GBL's *Clostridium* fermentation platform converts a wide range of sustainable feedstocks into high performance green chemicals such as n-butanol, acetone, and through chemical synthesis, derivatives of butanol and acetone used by a growing global consumer and industrial products customer base. The platform combines advanced high productivity fermentation with superior-performing proprietary *Clostridium* microbial biocatalysts and synthetic chemistry to produce a pipeline of high value green chemicals with optimal performance in downstream formulations.

Green Biologics was named to the Global Cleantech 100 list of the top Cleantech companies in the world for 2014 and 2015. The company was also #8 on the Hottest 40 Small Companies in the Bioeconomy and #22 on the Hottest 30 list for Bio-based Chemicals and Materials for 2015.

Green Biologics is transforming the global specialty chemicals market, providing its customers with products and technology that are more sustainable and higher value than petroleum-based alternatives. For more information, visit [www.greenbiologics.com](http://www.greenbiologics.com).

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### **CONTACT INFORMATION**

#### **For Green Biologics**

David Anderson – Global VP Marketing  
+1 804 368 6136  
[david.anderson@greenbiologics.com](mailto:david.anderson@greenbiologics.com)

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#### **Contact Information:**

Green Biologics Inc.  
Attn: David Anderson  
Global Vice President Marketing  
[david.anderson@greenbiologics.com](mailto:david.anderson@greenbiologics.com)  
Website: [www.greenbiologics.com](http://www.greenbiologics.com)