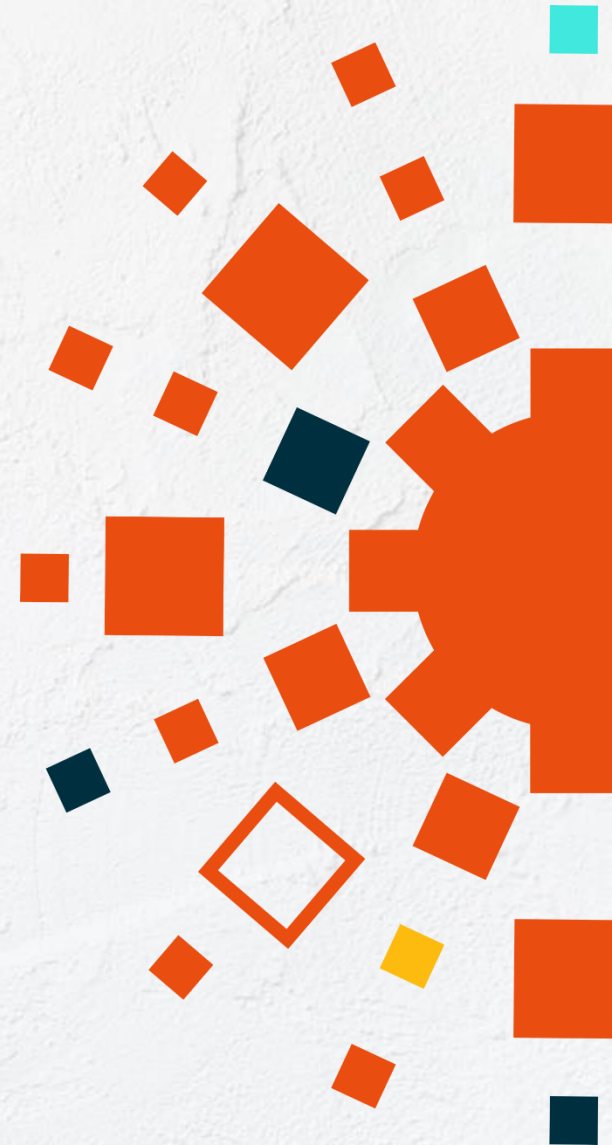




Greener Manufacturing Show
Oct 11-12, 2023
Atlanta, Georgia, USA



About the event

Event type: Trade fair and conference for renewable and circular manufacturing solutions

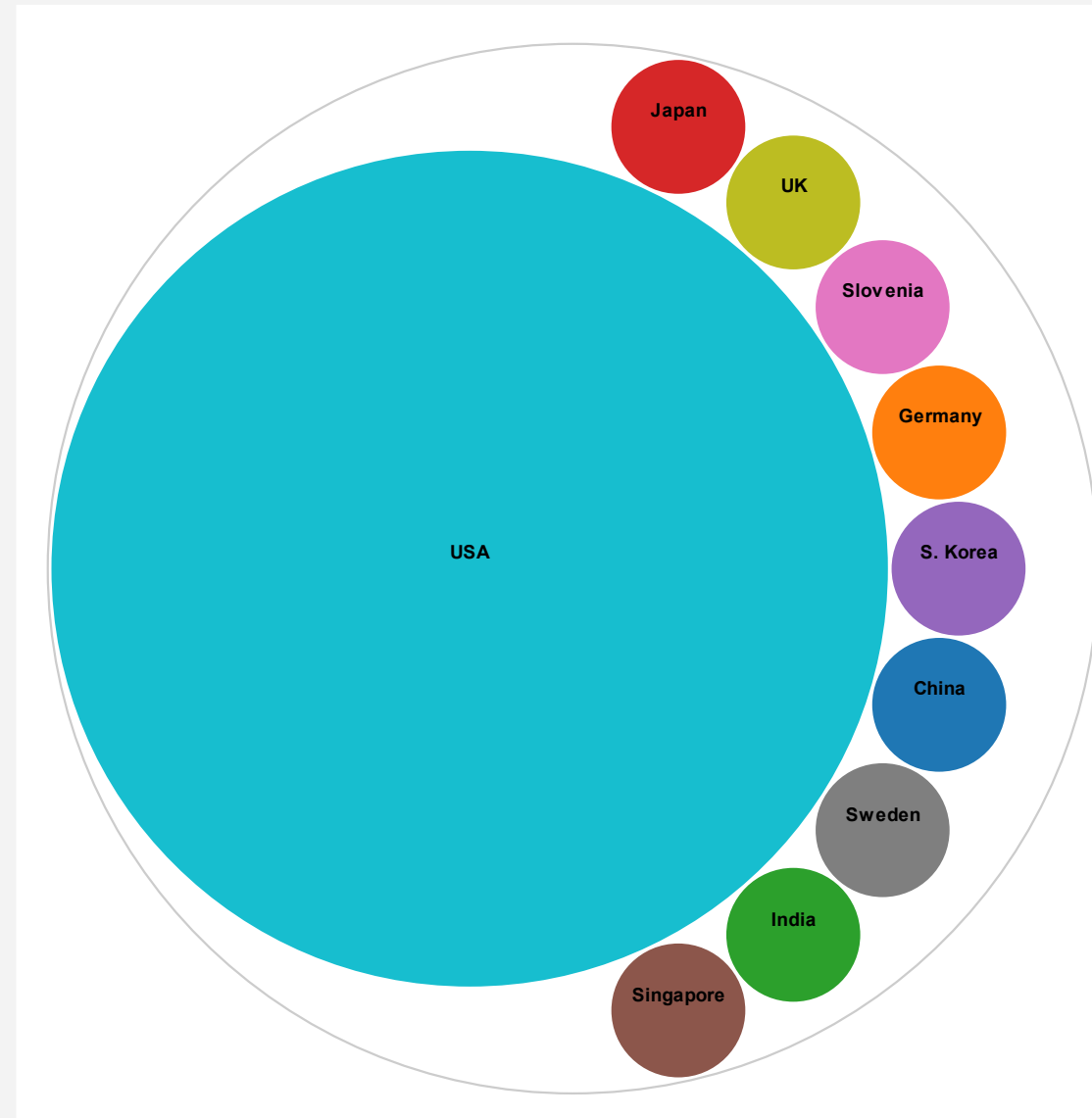
Location: Atlanta, Georgia, USA

Description and years in operation: Held every year, US and Europe, since 2022.

Event sector focus: Sustainable Materials/Chemicals, Factory Solutions, Energy & Resources, Emission Reduction, Circular Economy

Number of exhibitors: 48 exhibitors (US dominant, see graphic)

Number of visitors: 1000+



Canadian speakers

Advanced Bio-Material Technologies – Robert Ziner, CEO, Conference Presentation

How ABMT utilizes its AI-driven Smart Factory to cost effectively use natural fibers to replace the unsustainable additives now used to fortify plastic products

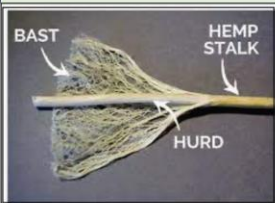


Mining for calcium carbonate – limestone



Mining for talc

Talc and Calcium Carbonate are the 2 main ADDITIVES used in making plastic to make it rigid - & help reduce its cost. They are also unsustainable.



Potential: Polymers with fiber

- 300 M tonnes/ Yr. = \$300 B
- ✓ 15% fiber = 45 million tonnes
- CAGR 10% = 25 M tonnes/ yr
- ✓ 15% fiber = 3.0 million tonnes



Global Markets for Bio-Composites and Bioplastics

Market:	BIO-COMPOSITE PLASTICS (2022)	BIOPLASTICS (2022)
Revenue: \$US	\$24.6 B	\$11.6 B
Tonnes:	15 M	3 M
CAGR:	15.5% (to 2027)	18.8% (to 2027)
Projected Revenue: \$US	\$59.8 B (2027)	\$30 B (2027)
Today's Pricing:	45% higher cost than conventional plastic.	600% higher cost than conventional plastic.

ABMT has redefined the economics NEEDED to serve these markets

NGen Media



In partnership with:



NGen is at the Greener Manufacturing Show in Atlanta. We are here to learn about innovative ways to a more sustainable world.

3 video interviews conducted – Advanced Bio-Material Technologies, Trans-World Events Ltd (organizing European show focused on eg EV circular economy), Megaslab

At the Greener Manufacturing Show in Atlanta and discovered some interesting new concrete that is lighter and stronger than conventional cement. Have a look at our interview Jason Adams of Megaslab.



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Hear Advanced Bio-Material Technology's Robert Ziner talk about their innovation. Robert is Canada's only speaker here at the Greener Manufacturing Show..



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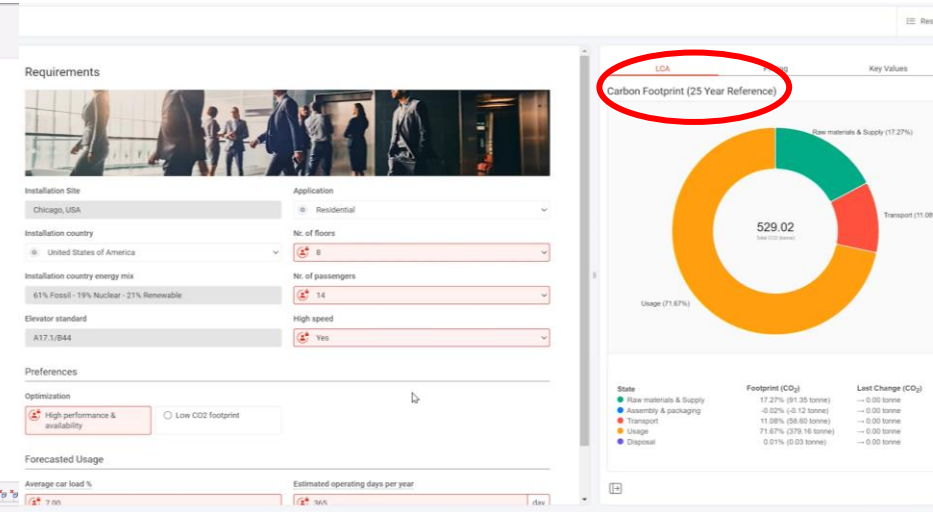
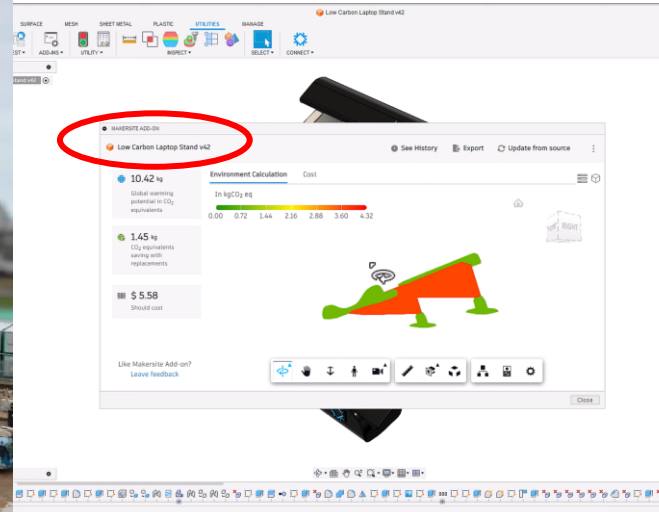
Post performance

543 Impressions	25 Engagements	4.6% Engagement rate
12 Clicks	2.21% Click-through rate	12 Reactions
0 Comments	1 Repost	

Impressions of event

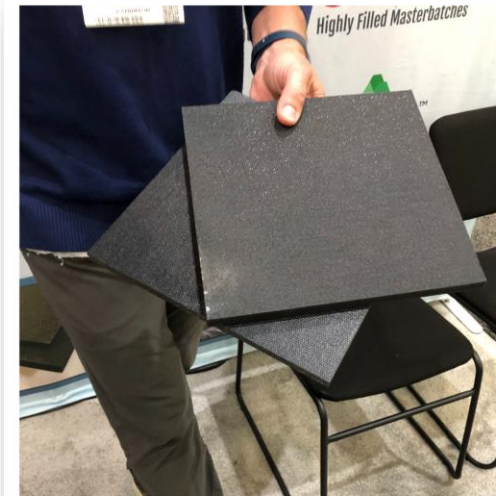
There were several themes on display.

- Bio-materials were a strong presence, either as complete substitute feedstock, or more often as a more sustainable filler material. A good example was Bloom, using algae and seaweed to reduce the amount of oil based polymer needed to produce plastic parts.
- Technology solutions for recycling were another theme, like MURA technology utilizing supercritical water to convert waste plastics into high yields of stable hydrocarbon products for use in the manufacture of new plastics and other materials.
- Renewable energy featured, with agnostic solution providers like Lattice Energy.
- The final theme was software for carbon footprint reduction. This can be at the design stage, like Autodesk's Makersite plugin, or configuration stage as demonstrated by Tacton using SimaPro's LCA plug-in.

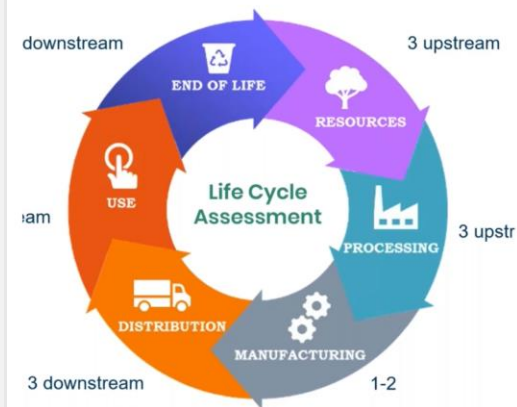


Conclusions

While the show itself is too small to move the needle, it did highlight how the circular economy is fast becoming either a brand differentiator or a new market opportunity in itself. There was some greenwashing (eg with advice to put multiple eco-friendly claims on labelling) and there still seems to be complexity and uncertainty in exactly how companies will report emissions.



1-3 in Lifecycle Assessment





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