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*nova-Institut GmbH (*[*www.nova-institute.eu*](http://www.nova-institute.eu/)*)*

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# First consumer products launched with Beta*fib*®

## ‘Royal COSUN Biobased Products’ introduced 100% bio-based rheology modifier, developed during PULP2VALUE demonstration project, for various consumer applications such as liquid laundry products

Beta*fib*® is a 100% natural product based on sugar beet pulp with exceptional rheological properties. In various water-based applications where formulation stability and flow behaviour are of importance Beta*fib*® could be applied, such as paints, detergents, shampoos, food products and many more. Royal COSUN, one of the leading companies in terms of sugar beet processing in Europe, has been working on this innovative product for many years now. Its primary processing revolves around the extraction of sugar from the beet. During this process, a large side stream volume of the remaining sugar beet pulp is normally further valorised as low value feed and/or biogas. In 2015, the company received funding from the public-private partnership Bio-based Industries Joint Undertaking (BBI JU) for the demonstration project ‘PULP2VALUE’ (No. 669105). Within the framework of this project, Royal COSUN designed and constructed the first sugar beet pulp biorefinery to create more valuable products from this side-stream ([www.pulp2value.eu](http://www.pulp2value.eu)).

## BBI JU demonstration project: ‘Processing Underutilized Low value sugar beet Pulp into VALUE added products’ (PULP2VALUE)

Sugar beet pulp accounts for approx. 13 million tonnes in Europe and is a major residual stream from the sugar industry. The PULP2VALUE approach intends to demonstrate an integrated and cost-effective cascading biorefinery system to refine sugar beet pulp and isolate high value products for detergents, personal care, oil and gas, paints and coatings as well as composites. After four years of intensive research, the first commercial successes have been achieved. In 2018, several liquid cleaning products with Beta*fib*® as rheology modifier/structurant have been successfully introduced to the market.

For more information please visit:

[www.cosunbiobased.com](http://www.cosunbiobased.com/)

[www.pulp2value.eu](http://www.pulp2value.eu/)



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**Responsible for the content under German press law (V.i.S.d.P.):**

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