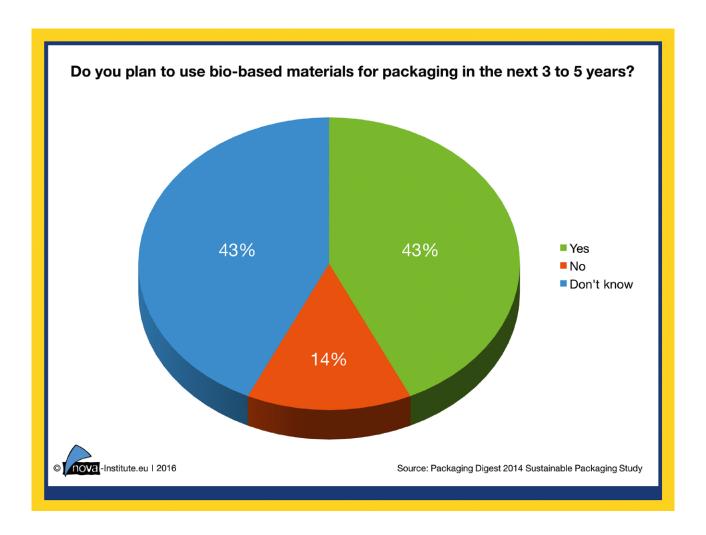


Brand Views and Adoption of Bio-based Polymers



Author: Dr. Harald Kaeb, narocon Innovation Consulting, Germany January 2016

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Dr. Harald Kaeb, narocon Innovation Consulting, Germany

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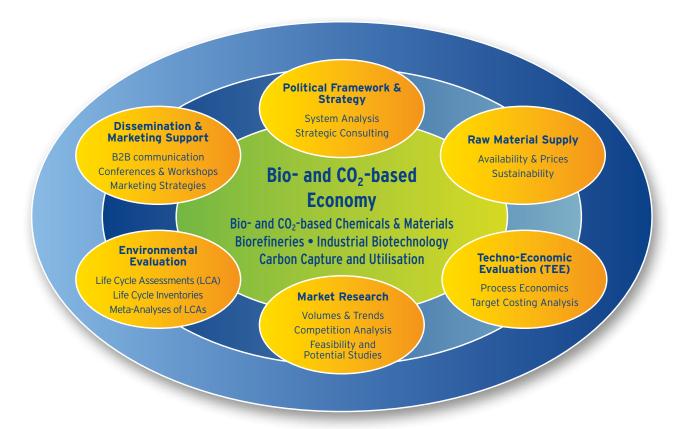
Author



Dr. Harald Kaeb (PhD) (Germany) is a chemist and has an unblemished 20-year "biobased chemistry and plastics" track record. From 1999 to 2009 he chaired the board and developed "European Bioplastics", the association representing the bioplastics industry in Europe. Since 1998 he has been working as an independent consultant, servicing green pioneers and international brands to develop and implement smart business, media and policy strategies for bio-based chemicals and plastics.

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