Supplying certified PKO derivatives in Home and Personal Care

A PRAGMATIC APPROACH

Clariant: a globally leading company in Speciality Chemicals

Sales 2015 (CHF m)

5807

Employees 2015

17213

in 53 countries
Palm kernel oil is complex on many levels

The journey towards certified material only and traceability has begun

**CHALLENGES**
1. Consumer pressure is low, which results in low uptake from our customers
2. Combination of high price sensitivity, low margins and higher RSPO premium price
3. PKO derivatives compete against other sourced derivatives
4. Segregation is needed to achieve full traceability and zero deforestation

**SOLUTIONS**
1. More information for the end consumers and a simpler certification scheme
2. Could we share the premium cost across the value chain?
3. Raise awareness that PO / PKO is a viable choice?
4. Collaboration on the supply chain to stimulate supplies of RSPO certified material