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BioBased Technologies® Expands Customer Reach into Europe
Arkansas-based company celebrates 10 years of Agrol®

ROGERS, Ark., Sept. 15, 2015 – BioBased Technologies LLC helped change the chemical manufacturing landscape 10 years ago when it developed and debuted Agrol, a bio-based polyol now a staple in many products made throughout the world. BBT, based in Rogers, Ark., is marking the 10th anniversary of its Agrol line by announcing the product's expansion into Europe and a growing list of customers.

Agrol is a family of natural, oil-based polyols used as the building blocks for polyurethane foams. They are used in manufacturing items such as lubricants, building products, furniture, automotive parts, adhesives, carpet backing and industrial coatings. By using natural ingredients such as soy, cashew nuts and castor oil as a base versus harsher petroleum, many Agrol products meet the high standard of being named USDA Certified BioBased Products.

European Expansion for BBT

The bio-polyol market is going through a rebirth in Europe as customers worldwide are realizing the benefits of using renewable and reusable products in their manufacturing. In the past, the major focus overseas was on petroleum pricing. Now the spotlight is back on sustainability.

“Similar to the debut and early success of Agrol in the United States 10 years ago, our expansion into Europe originated by pursuing the right partners,” says Amy Sorrell, BioBased Technologies Chief Executive Officer.

According to Sorrell, beginning in 2016, BioBased Technologies will have Agrol stocked in Europe. This will provide easier access to meet the demands of European customers immediately desiring a variety of products throughout the Agrol line. The initial Agrol customers in Europe are primarily manufacturers of furniture, bedding and automotive molded foams. Sorrell says the Agrol products will be price competitive with petroleum based chemicals in the European market.

BioBased Technologies has appointed Cellular Technology Europe Limited based in the United Kingdom to represent BBT as its sales agent in Europe.

Celebrating 10 Years of Agrol

BioBased Technologies commercialized its first Agrol product in 2005. The following year, the United States Environmental Protection Agency named Agrol a P2 Awardee due to its innovative chemistry enabling the product to decrease pollution and meet other EPA goals.

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The first Agrol customer in 2005 was Universal Textile Technologies, a leader in environmentally conscious practices and products. UTT, based in Dalton, Ga., provides backing technology to the carpet and synthetic turf industry including AstroTurf, Signature Carpets and SYN Lawn. UTT cites its commitment to the environment and helping the American economy as the driving forces behind its decision to use renewable content and other progressive technologies such as Agrol.

“We were the first company to use Agrol in our products and we continue that partnership to this day,” says Doug Giles, Universal Textile Technologies Global Marketing Director. “When dealing with BioBased Technologies and its Agrol team, we know we have the technical support if needed. They are a caring partner and show genuine concern and professionalism. We look forward to continuing our partnership with BBT focusing on sustainable technology to create additional new products we can market together.”

“When we started 10 years ago with one Agrol client we knew our focus was to pursue and help an abundance of customers increase the sustainability of their products without sacrificing performance,” says Sorrell. “As the importance of alternative fuel has continued to increase, so has our customer base and our expanding line of natural Agrol products. We’re looking forward to the next decade.”

Customer Collaboration, American Farmers Keys to BBT Growth

With increased demand for Agrol products comes the greater need for expert technical support and a growing manufacturing capacity to handle the sales volume. Sorrell says the company is heavily invested in customer service and product development.

In addition, customer collaboration continues to be a major focus for BBT. A major selling point is the ability to customize Agrol formulas specific to each customer and product. Another benefit is the boost to American farmers as the soybeans and other natural ingredients are grown in the U.S.

“Knowing we are creating American jobs and helping our national economy, especially soybean farmers, brings us a lot of pride,” says Sorrell. “But we are also reducing our country’s dependence on oil which is just as important. We are proud of the positive environmental impact we have made during our first 10 years.”

About BioBased Technologies

Operating since 2003 and headquartered in Northwest Arkansas, BioBased Technologies is focused on developing and marketing safe products that reduce the use of non-renewable resources by integrating renewable ingredients. The company offers numerous product options for environmentally-conscious customers looking to reduce their impact on the environment. The company has a laboratory in Dalton, Ga., and its Agrol products are manufactured at a plant in Fountain Inn, S.C.

More information about BioBased Technologies and Agrol can be found at www.agrolinside.com and www.biobasedtechnologies.com. For more information about Universal Textile Technologies, visit <http://www.universal-textile.com/>.

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