

BIOP WEBSITE – CONTENT

Guidance notes:

This document contains the English language content for BIOP's website.

Legend

[text] A space holder for an animation, image, document or contact field

text Indicates a hyperlink embedded in the website copy (shouldn't look blue and underlined on the website)

=> text Destination of an internal or external hyperlink

Images

Some images are provided in the upload (others need to be sourced using royalty free image libraries)

ACROSS ENTIRE WEBSITE

Category	Content	Type of content																																																
Header	<p><u>Logo</u> BIOP_Logo.jpg</p> <p><u>Telephone number</u> +49-(0)351-811649-0</p> <p><u>Hyperlinks</u> Contact us Follow-us on twitter</p>	Image, Static text, hyperlinks																																																
Footer	<p><i>Note: The footer should contain a full site map (see below for illustrative purposes only and Slide 5 in BIOP_WebsiteDesignBrief_FinalVersion.pdf).</i></p> <table><tr><td>Home</td><td>Bio plastics</td><td>BIOPAR® technology</td><td>License opportunities</td><td>Latest thinking</td><td>About us</td><td>Career</td><td>Contact us</td></tr><tr><td></td><td>Typical applications</td><td>What makes BIOPAR® different</td><td>Become a licensed compounder</td><td></td><td>BIOP at a glance</td><td>Life at BIOP</td><td>Disclaimer</td></tr><tr><td></td><td>BIOPAR® Bio-based</td><td>How it works</td><td>Become a technology licensee</td><td></td><td>Our values</td><td>Join us</td><td>Data protection</td></tr><tr><td></td><td>BIOPAR® Biodegradable</td><td>FAQ</td><td></td><td></td><td>Brand promise</td><td></td><td></td></tr><tr><td></td><td>BIOPAR® Bio-neutral</td><td></td><td></td><td></td><td>Management</td><td></td><td></td></tr><tr><td></td><td>BIOPAR® Hybrid</td><td></td><td></td><td></td><td>History</td><td></td><td></td></tr></table> <p>Stay in contact with us LinkedIn [External link to http://www.linkedin.com/BIOPTechnologies] Twitter [External link to http://www.twitter.com/wearefriendlybynature]</p> <p>© 2013 BIOP Biopolymer Technologies AG. BIOPAR® and BIOPAREN® are both registered trademarks and owned by BIOP Biopolymer Technologies AG.</p>	Home	Bio plastics	BIOPAR® technology	License opportunities	Latest thinking	About us	Career	Contact us		Typical applications	What makes BIOPAR® different	Become a licensed compounder		BIOP at a glance	Life at BIOP	Disclaimer		BIOPAR® Bio-based	How it works	Become a technology licensee		Our values	Join us	Data protection		BIOPAR® Biodegradable	FAQ			Brand promise				BIOPAR® Bio-neutral				Management				BIOPAR® Hybrid				History			Static text, hyperlinks
Home	Bio plastics	BIOPAR® technology	License opportunities	Latest thinking	About us	Career	Contact us																																											
	Typical applications	What makes BIOPAR® different	Become a licensed compounder		BIOP at a glance	Life at BIOP	Disclaimer																																											
	BIOPAR® Bio-based	How it works	Become a technology licensee		Our values	Join us	Data protection																																											
	BIOPAR® Biodegradable	FAQ			Brand promise																																													
	BIOPAR® Bio-neutral				Management																																													
	BIOPAR® Hybrid				History																																													
Images	BIOP_Logo.jpg																																																	

0.0 HOMEPAGE

Category	Content	Type of content
Slider	<p>[Teaser 1]: Bio plastic market is growing by 20%+ each year. Do you want to be part of it?</p> <p>[Teaser 2]: Looking to innovate? Leverage BIOPAR® Technology as your stepping-stone.</p> <p>[Teaser 3]: Your customers demand biodegradable packaging. Want to know how to supply it?</p> <p>[Teaser 4]: BIOPAR® is 'friendly by nature'. Learn more.</p> <p>[Teaser 5]: We're recruiting. Apply here.</p>	Animated images, automatically changing
Body	<p>At BIOP we license our BIOPAR® Technology with the ambition to make it the world's industry standard for the production of and innovation in the area of biopolymers. Read more.</p> <p>[Thumbnail image 1] What type of bio plastic are you looking for? We have them all. Depending on what your requirements are, our bio plastic can be bio-based, biodegradable, or bio-neutral.</p> <p>[Thumbnail image 2] BIOPAR® Technology the new industry standard Our bi-co-continuous process makes the production of bio plastics more economical and offers a platform for innovation. Read more.</p> <p>[Thumbnail image 3] Ready to get started? We have two types of licenses on offer. To help you access new markets or innovate in biopolymers we offer two licenses: Compounding License or Technology License.</p> <p>[Thumbnail image 4] We're recruiting As a growing company we're looking for talented colleagues to join us. Checkout Life at BIOP or Join us.</p> <p>Our latest thoughts and news [Include rolling last three blog feeds]</p> <p>What we're tweeting about [Include twitter feeds]</p>	Static text, images, hyperlinks, twitter + blog feed
Links	<p><u>Internal Links</u></p> <p>'Teaser 1' => Page 1.0</p> <p>'Teaser 2' => Page 2.0</p> <p>'Teaser 3' => Page 1.3</p> <p>'Teaser 4' => Page 5.3</p> <p>'Teaser 5' => Page 6.2</p> <p>'Thumbnail image 2' => Page 2.0</p> <p>'Thumbnail image 3' => Page 3.0</p> <p>'Compounding license' => Page 3.1</p> <p>'Technical license' => Page 3.2</p> <p>'Thumbnail image 4' to Page 6.0</p> <p>'Life at BIOP' to Page 6.1</p>	

	'Join us' to Page 6.2	
Images		

1.0 BIO PLASTIC PRODUCTS

Category	Content	Type of content
Body	<p>Wondering why you should bother with bio plastics? The answer to this question is astonishingly simply. On the supply side, oil and gas, the main raw materials used for today's plastic production, are getting scarcer every year (and are ultimately finite). And on the demand side, an ever-growing number of consumers demand a 'greener solution' without giving-up on the convenience offered through conventional plastics.</p> <p>With this in mind, we as an industry need to find a way to produce plastics from a renewable source and make it biodegradable. At BIOP we've developed BIOPAR® Technology, which meets both these criteria and it allows to produce:</p> <p>Bio-based plastic – Plastic that contains up to 20% bio material without necessarily being biodegradable Biodegradable plastic – Plastic that is 100% biodegradable Bio-neutral plastic – Plastic that uses up to 99% bio material and is 100% biodegradable</p>	
Links	<p><u>Internal links</u></p> <p>'BIOPAR® Technology' => Page 2.0 'Bio-based plastic' => Page 1.2 'Biodegradable' => Page 1.3 'Bio-neutral' => Page 1.4</p>	

1.1 TYPICAL APPLICATIONS

Category	Content	Type of content
Body	<p>The good news is that with our patented BIOPAR® Technology we can technically replace 90% of today's polyethylene applications – though admittedly it wouldn't make economical sense for all of them today. It is a question of scale and product availability.</p> <p>In the short-term we envisage the initial use of BIOPAR® plastics in the following fields of application:</p> <p>[Thumbnail image Automotive] Automotive [Thumbnail image Dustbins] Dustbins [Thumbnail image Fibres] Fibres [Thumbnail image Healthcare] Healthcare [Thumbnail image Packaging] Packaging [Thumbnail image Paper coating] Paper coating</p> <p>Want to know more? Read more about BIOPAR® Bio-based, BIOPAR® Biodegradable, or BIOPAR® Bio-neutral.</p> <p>How does it work? Learn more about our BIOPAR® Technology.</p>	
Links	<u>Internal links:</u>	

	'BIOPAR® Technology' => Page 2.0 'BIOPAR® Bio-based' => Page 1.2 'BIOPAR® Biodegradable' => Page 1.3 'BIOPAR® Bio-neutral' => Page 1.4	
--	---	--

1.2 BIOPAR® BIO-BASED

Category	Content	Type of content
Body	<p>BIOPAR® Bio-based is a bio plastic which contains some bio-based material as a raw material. This means, technically it is a hybrid consisting of both oil-based polymers and some from a renewable source. The final products lack any biodegradability capabilities.</p> <p><u>Technical features</u></p> <ul style="list-style-type: none"> ○ No difference in quality to oil-based polymers ○ Equal or similar costs as oil-based polymers ○ Includes 20%+ bio-based material <p><u>Typical applications</u></p> <p>BIOPAR® Bio-based is ideal for any type of durable plastic applications or barrier films used for modified atmospheric packaging.</p> <p>[Thumbnail image Automotive] Automotive [Thumbnail image Dustbins] Dustbins [Thumbnail image Fibres] Fibres [Thumbnail image Healthcare] Healthcare [Thumbnail image Packaging] Packaging [Thumbnail image Paper coating] Paper coating</p> <p>Not the right product? Read more about BIOPAR® Biodegradable or BIOPAR® Bio-neutral.</p> <p>How does it work? Learn more about our BIOPAR® Technology.</p>	
Links	<p><u>Internal links:</u></p> <p>'BIOPAR® Biodegradable' => Page 1.3 'BIOPAR® Bio-neutral' => Page 1.4 'BIOPAR® Technology' => Page 2.0</p>	

1.3 BIOPAR® BIO-DEGRADABLE

Category	Content	Type of content
Body	<p>BIOPAR® Biodegradable is a bio plastic as it is biodegradable. It might or might contain bio-based materials as raw materials.</p> <p><u>Technical features:</u></p> <ul style="list-style-type: none"> ○ 100% biodegradable ○ Up to 50% of bio-based materials ○ Compostable according to DIN13234 <p><u>Typical applications:</u></p>	

	<p>BIOPAR® Biodegradable is ideal for refusal bags, most packaging applications, caps & closures, primary and secondary packaging film, trays and cutlery, and all other plastic applications that need to be at least 100% compostable according to DIN 13234.</p> <p>[Thumbnail image Dustbins] Dustbins [Thumbnail image Fibres] Fibres [Thumbnail image Healthcare] Healthcare [Thumbnail image Packaging] Packaging [Thumbnail image Paper coating] Paper coating</p> <p>Not the right product? Read more about BIOPAR® Bio-based or BIOPAR® Bio-neutral.</p> <p>How does it work? Learn more about our BIOPAR® Technology.</p>	
Links	<p><u>Internal links:</u> ‘BIOPAR® Bio-based’ => Page 1.2 ‘BIOPAR® Bio-neutral’ => Page 1.4 ‘BIOPAR® Technology’ => Page 2.0</p>	

1.4 BIOPAR® BIO-NEUTRAL

Category	Content	Type of content
Body	<p>BIOPAR® Bio-neutral is our most environmentally friendly bio plastic. It can be based on up to 99% of bio-based materials from renewable sources and it is 100% biodegradable.</p> <p><u>Typical applications:</u></p> <p>BIOPAR® Bio-neutral is ideal for hygiene applications (especially in biohazard areas), packaging applications with a high-level risk of irresponsible disposal. It offers also great potential for caps & closures, primary and secondary packaging film, trays and cutlery, and all plastic material used on cruise or freight vessels.</p> <p>[Thumbnail image Dustbins] Dustbins [Thumbnail image Fibres] Fibres [Thumbnail image Healthcare] Healthcare [Thumbnail image Packaging] Packaging [Thumbnail image Paper coating] Paper coating</p> <p>Not the right product? Read more about BIOPAR® Bio-based or BIOPAR® Biodegradable.</p> <p>How does it work? Learn more about our BIOPAR® Technology.</p>	
Links	<p><u>Internal links:</u> ‘BIOPAR® Bio-based’ => Page 1.2 ‘BIOPAR® Biodegradable’ => Page 1.3 ‘BIOPAR® Technology’ => Page 2.0</p>	

2.0 BIOPAR® TECHNOLOGY

Category	Content	Type of
----------	---------	---------

		content
Body	<p>BIOPAR® Technology enables to blend two or more functional polymers with a unique bi-co-continuous phase structure. It offers several competitive advantages over any of the disperse technologies currently available in the market and allows the production of bio-based, biodegradable, and/or bio-neutral plastics. Plastic compounders can take advantage of this technology either under a Compounding license or a Technology license – depending on whether they want to just produce pellets or produce and innovate.</p>	
Links	<p>‘Competitive advantage’ => Page 2.1 ‘Bio-based plastic’ => Page 1.2 ‘Biodegradable’ => Page 1.3 ‘Bio-neutral’ => Page 1.4 ‘Compounding License’ => Page 3.2 ‘Technology License – Read more’ => Page 3.3</p>	

2.1 COMPETITIVE ADVANTAGES

Category	Content	Type of content						
Body	<p>BIOPAR®’s key differentiator is the bi-co-continuous phase structure of the finished products, which results in technical, functional, and economical competitive advantages.</p> <p>BIOPAR® Competitive advantages</p> <table><tr><td>Technical advantages</td></tr><tr><td><ul style="list-style-type: none">○ Better process ability on conventional equipment</td></tr><tr><td>Functional advantages</td></tr><tr><td><ul style="list-style-type: none">○ Higher transparency, and higher gloss○ More flexible and softer touch○ Barrier properties for oxygen and preservative gases○ Adjustable water vapour transmission rates and breathability○ Higher water and heat resistance○ Higher content of renewable resources</td></tr><tr><td>Economical advantages</td></tr><tr><td><ul style="list-style-type: none">○ Lower operational costs due to single process step○ Substantially higher throughput○ 20% down gauging potential○ Up to 33% lower energy consumption○ 50%+ reduction of carbon dioxide emissions</td></tr></table> <p>Convinced by the benefits of our BIOPAR® Technology? Then read more about how it works or licensing opportunities available to you.</p>	Technical advantages	<ul style="list-style-type: none">○ Better process ability on conventional equipment	Functional advantages	<ul style="list-style-type: none">○ Higher transparency, and higher gloss○ More flexible and softer touch○ Barrier properties for oxygen and preservative gases○ Adjustable water vapour transmission rates and breathability○ Higher water and heat resistance○ Higher content of renewable resources	Economical advantages	<ul style="list-style-type: none">○ Lower operational costs due to single process step○ Substantially higher throughput○ 20% down gauging potential○ Up to 33% lower energy consumption○ 50%+ reduction of carbon dioxide emissions	
Technical advantages								
<ul style="list-style-type: none">○ Better process ability on conventional equipment								
Functional advantages								
<ul style="list-style-type: none">○ Higher transparency, and higher gloss○ More flexible and softer touch○ Barrier properties for oxygen and preservative gases○ Adjustable water vapour transmission rates and breathability○ Higher water and heat resistance○ Higher content of renewable resources								
Economical advantages								
<ul style="list-style-type: none">○ Lower operational costs due to single process step○ Substantially higher throughput○ 20% down gauging potential○ Up to 33% lower energy consumption○ 50%+ reduction of carbon dioxide emissions								
Links	<p>‘How it works’ => Page 2.2</p> <p>‘Licensing opportunities’ => Page 3.0</p>							

2.2 HOW IT WORKS

Category	Content	Type of content
Body	Compounding BIOPAR® Pellets couldn’t be simpler. Essentially you need only three ingredients: Our BIOPAR® Ready-mix Powder ,	

	<p>which contains starch and our ‘secret’ ingredients; a Co-polymer, which can either be synthetic, a biodegradable polymer, polyethylene or polyurethane; and some plasticiser. Using a twin-screw extruder and by means of a reactive extrusion, BIOPAR® Pellets are produced in a single production step – resulting in technical, functional, and economical competitive advantages.</p> <p>BIOPAR® Compounding process</p> <p>Technical information:</p> <ul style="list-style-type: none"> ○ Direct gravimetric dosing of components ○ Reactive extrusion using twin screw extruder ○ Processing temperatures between 120 and 180°C <p>Want to produce pellets for bio-based, biodegradable, or bio-neutral plastics? Then find out more about the licensing opportunities available to you.</p>	
Links	<p>‘Competitive advantages’ => Page 2.1</p> <p>‘Bio-based’ => Page 1.2</p> <p>‘Biodegradable’ => Page 1.3</p> <p>‘Bio-neutral’ => Page 1.4</p> <p>‘Licensing opportunities’ => Page 3.0</p>	
Images	BIOPAR_ProductionProcess.jpg	

2.3 FAQ

Category	Content	Type of content				
Body	<p>Over the past years, we’ve been asked many question about our BIOPAR® Technology, our BIOPAR® Products, and Licensing opportunities.</p> <p>Below you’ll find the most frequently asked question:</p> <table><tr><td>Does BIOPAR® Technology only work with potato starch?</td></tr><tr><td>No, BIOPAR® Technology works with other starches and can be adapted to available starch in different local markets</td></tr><tr><td>Using potato starch as the main raw material, don’t you compete with food production?</td></tr><tr><td>The answer to this question is no. First of all, we use starch from non-edible potatoes. And secondly, at present, the world bio</td></tr></table>	Does BIOPAR® Technology only work with potato starch?	No, BIOPAR® Technology works with other starches and can be adapted to available starch in different local markets	Using potato starch as the main raw material, don’t you compete with food production?	The answer to this question is no. First of all, we use starch from non-edible potatoes. And secondly, at present, the world bio	
Does BIOPAR® Technology only work with potato starch?						
No, BIOPAR® Technology works with other starches and can be adapted to available starch in different local markets						
Using potato starch as the main raw material, don’t you compete with food production?						
The answer to this question is no. First of all, we use starch from non-edible potatoes. And secondly, at present, the world bio						

	<p>plastics industry produces about 1 million tonnes of material. Perhaps 300,000 hectares are used to grow the crops, which the industry processes into plastics. For comparison, this is about 0.02% of the world's total naturally irrigated area available for cultivation. Even if half the world's plastics were made from crops grown on food land, the industry would only require 3% of the world's cultivated acreage.</p>	
	<p>You got a new question? Then contact us and we'll happily answer them.</p>	
Links	<p>'BIOPAR® Products' => Page 1.0 'BIOPAR® Technology' => Page 2.0 'Licensing Opportunities' => Page 3.0 'Contact us' => Page 7.0</p>	
Other comment	<p>It would be nice to have a feature here where the questions are visible and the answer is revealed when clicking on the question. We need to be able to add several questions and answers at a later stage.</p>	

3.0 LICENSING OPPORTUNITIES

Category	Content	Type of content
Body	<p>We offer two types of licenses:</p> <p>[Image 1] BIOPAR® Compounding License With this license you can produce pellets for bio-based, biodegradable, and/or biological plastics. To do this we'll provide you with a ready-mixed powder. Therefore, this license is ideal for plastic compounders that want to ship pellets to their customer within a few months. Read more.</p> <p>[Image 2] BIOPAR® Technology License As a technology partner you cannot only pellets (based on existing specifications) but also develop derivatives or entirely new products. To enable you doing this we open our books and share our secrets. This license is ideal for plastic compounders with an R&D function, starch producers, or multi-national polymer companies. Read more.</p> <p>Wondering what license suits you best? Then lets talk to establish which license is the right one for you.</p> <p>[Thumbnail image 1] Marc-Henry de Jong Vice President, Commercial & Client Services +49-(0)351-811649-0 [Email symbol => Hyperlink to mhdejong@biop.eu] [LinkedIn symbol => Hyperlink to http://www.linkedin.com/mhdjprofile]</p> <p>In line with our vision to make BIOPAR® Technology the world's</p>	

	industry standard for the production of and innovation in the area of biopolymers, all our licenses are non-exclusive (whether with regards to a geography or application).	
Links	'BIOPAR® Compounding License – Read more' => Page 3.2 'BIOPAR® Technology License – Read more' => Page 3.3 'BIOPAR® Technology => Page 2.0	
Images	'Thumbnail image 1': BIOP_MarcHenrydeJong.jpg	

3.1 BECOME A LICENSED COMPOUNDER

Category	Content	Type of content
Body	<p>Our BIOPAR® Compounding licensees love us for the fact that we can enable them to supply their clients with pellets for bio-based, biodegradable, and/or bio-neutral plastics within a few months post signing-up for a license.</p> <p><u>What it entails</u></p> <ul style="list-style-type: none"> ○ Compounding license (non-exclusive) ○ Knowledge transfer (Compounding process) ○ Training package ○ Technical support (Machinery adjustment, production start-up, and on-call support) ○ Supply of ready-mix powder <p><u>How it works</u></p> <p>We provide you with a ready-mix powder, which consists of starch and our 'secret' ingredients. You only need to add plasticizer and co-polymers, and then you're ready to produce pellets. In addition, you pay us a monthly licensing fee for the right to produce BIOPAR® pellets.</p> <p>Interested? Then get in touch to discuss how a BIOPAR® compounding license helps open-up new revenue streams for your business.</p> <p>[Thumbnail image 1] Marc-Henry de Jong Vice President, Commercial & Client Services +49-(0)351-811649-0 [Email symbol => Hyperlink to mhdejong@biop.eu] [LinkedIn symbol => Hyperlink to http://www.linkedin.com/mhdjprofile]</p>	
Links		
Images	Thumbnail image 1: BIOP_MarcHenrydeJong.jpg	

3.2 BECOME A TECHNOLOGY LICENSEE

Category	Content	Type of content
Body	For our BIOPAR® Technology licensees we open our books, share our 'trade secrets', and cooperate closely with them in the enhancement of existing or the development of new bio plastic products.	

	<p><u>What it entails</u></p> <ul style="list-style-type: none"> ○ Production license (Non-exclusive) ○ Knowledge transfer (Concept, production process, and recipes) ○ Training programme ○ Technical support (Production facility design, Production start-up, on-call support) ○ Access to Dresden-based R&D team ○ Membership in BIOPAR® Innovation Circle (More info to follow soon) <p><u>How it works</u></p> <p>Once fully trained, you can start producing BIOPAR® pellets based on existing product specifications and/or develop new ones. As a technology partner, we're here to help with designing production facilities, starting-up production, and/or developing new projects. In exchange, you pay a one-off licensing fee and ongoing royalty fees linked to the actual production volumes.</p> <p>Interested? Then get in touch to discuss how a BIOPAR® Technology License could help you generate new business and innovate at the same time.</p> <p>[Thumbnail image 1] Marc-Henry de Jong Vice President, Commercial & Client Services +49-(0)351-811649-0 [Email symbol => Hyperlink to mhdejong@biop.eu] [LinkedIn symbol => Hyperlink to http://www.linkedin.com/mhdjprofile]</p>	
Links		
Images	'Thumbnail image 1': BIOP_MarcHenrydeJong.jpg	

4.0 LATEST THINKING

Category	Content	Type of content
Body		
Links		
Other comments	Here we need a blog. Currently there is no content available.	

5.0 ABOUT US

Category	Content	Type of content
Body	We're a biopolymer technology licensing company that enables plastic compounders to access new markets and innovate, plastic converters to manufacture bio-based, biodegradable, and bio-neutral plastic, and brand owners to satisfy the end-users' demand	

	<p>for 'greener' plastics.</p> <p>Our purpose is to help mankind 'enjoy the convenience of plastic products guilt-free'. That's why we've developed and patented our BIOPAR® Technology, which enables producing plastics that are 'friendly by nature'. Our products are based on renewable materials, up to 99%, and can be – if required – 100% biodegradable at the same time.</p> <p>Technically our bio plastics could replace 90% of today's polyethylene applications. Therefore, our vision is 'to make BIOPAR® the world's standard for the production and innovation in the area of biopolymers'.</p> <p>Want to help us make BIOPAR® Technology a world standard? Learn more about our licensing opportunities.</p> <p>Interested in joining an innovative company with growth ambitions? Check out what Life at BIOP is like; and if we're right for you join us.</p>	
Links	<p><u>Internal links:</u></p> <p>'BIOPAR® Technology' => Page 2.0</p> <p>'Friendly by nature' => 5.2</p> <p>'Licensing opportunities' => Page 3.0</p> <p>'Life at BIOP' => Page 6.1</p> <p>'Join us' => Page 6.2</p>	

5.1 BIOP AT A GLANCE

Category	Content	Type of content
Body	<p>Key facts and figures</p> <p>Founded in 2002</p> <p>10+ years of product development</p> <p>25+ patents filled</p> <p>Up to 99% bio-based raw materials</p> <p>100% biodegradable</p> <p>Bio-based, biodegradable, and/or bio-neutral</p> <p>Head office and R&D Centre in Dresden</p> <p>Production plant in Schwarzhilde</p>	
Links		
Other comments	<p>It would be great to visualise the key facts with symbols. See INEOS website for an example: http://ineos.com/en/Company/</p>	

5.2 OUR VALUES



Category	Content	Type of content
Body	<p>Our values define what we stand for and how we interact with clients, partners, suppliers, and the wider community.</p> <p>[Thumbnail image 1]</p> <p>Clean – Through our products we contribute to a cleaner world; and our people work in a way that minimises resource consumption and</p>	Static text, images, hyperlinks

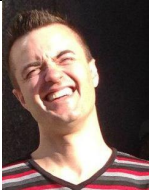
	<p>ensures that we deliver what we promised.</p> <p>[Thumbnail image 2] Springboard – We help our clients to access new market segments faster and more efficiently, and our people to achieve their personal goals and dreams while having a challenging and exciting career.</p> <p>[Thumbnail image 3] Front-runner – Together with our clients and research partners we develop cutting edge products and applications; and for our people thinking out-of-the-box is the norm rather than the exception.</p> <p>[Thumbnail image 4] Win-Win - Our clients generate new, additional, or higher margins through the best cost/price ration in the market; for our people it means participating in BIOP's success.</p> <p>In addition, our values guide our decision-making process: We only get involved in activities, that are clean, act as a springboard to create new opportunities, help us maintain a front-runner position, and create a financial win-win situation for all parties involved.</p> <p>Two of our colleagues explain how they bring alive our values in their daily Life at BIOP.</p>	
Links	<p><u>Internal links:</u> 'Life at BIOP' => Page 6.1</p>	
Other comments	<p>It would be great to visualise the four values (either create a BIOP specific icon for them or select four images that visualise the values).</p>	

5.3 Brand promise 'Friendly by nature'

Category	Content	Type of content
Body	<p>At the heart of our brand is the promise 'friendly by nature', which is a cheeky play on words.</p> <p>We're 'friendly by nature' as:</p> <ul style="list-style-type: none"> ○ Our BIOPAR® Technology is friendly to our clients' P&L as it either allows them to access new market segments or produce biopolymers at a lower cost ○ Our products (BIOPAR® Bio-based, BIOPAR® Biodegradable and BIOPAR® Bio-neutral) are friendly to the environment as they can be bio-based and/or 100% biodegradable ○ Our people's attitude towards clients, suppliers, and each other internally is friendly too 	Static text, images, hyperlinks
Links	<p><u>Internal links:</u> 'BIOPAR® Technology' => Page 2.0 'BIOPAR® Bio-based' => Page 1.2 'BIOPAR® Biodegradable' => Page 1.3 'BIOPAR® Bio-neutral' => Page 1.4</p>	

5.4 Management

Category	Content	Type of content
Body	<p>Like a true German 'Mittelstand' company we're owner run. Currently, our board consists of our Chief Executive Officer and Chief Financial Officer. Our Vice President – Commercial & Client Services complements the management team.</p> <p>Management team</p>  <p>[Image 1] Frits P.E.A. de Jong, Chief Executive Officer Frits, born in 1958, is one of the two main shareholders and was appointed to his current role on BIOP's inception in 2002. In addition to the overall management of the company, he heads our research and development, product management, and technical customer support functions. Previously he held various leadership roles in a variety of industries. He lives with his wife and two children in Dresden. Frits holds a Bachelor in Electronic Information Technology.</p> <p>[Email symbol => Hyperlink to fdejong@biop.eu] [LinkedIn symbol => Hyperlink to http://de.linkedin.com/pub/frits-de-jong/10/1a4/50]</p>  <p>[Image 2] Ulrich Rienth, Chief Financial Officer Ulrich, born in 1964, is the second main shareholder and was appointed to his current role as Chief Financial Officer in 2005. In his role he signs responsible for the Finance and Administrative function as well as all other back-office operations. In the past he has held leadership roles at Dresdner Factoring AG and Rienth Construction Group. Ulrich lives with his wife and four children in Dresden. And he has a degree in Business Studies from Berufsakademie Stuttgart, which he later supplemented with a MBA.</p> <p>[Email symbol => Hyperlink to urienth@biop.eu] [LinkedIn symbol => Hyperlink to http://de.linkedin.com/pub/ulrich-rienth/2b/585/74b/en]</p>	Static text, images, hyperlinks

	 <p>[Image 3]</p> <p>Marc-Henry de Jong, Vice-President – Commercial & Client Services</p> <p>Marc-Henry, born in 1977, was appointed to his current role in 2013. He is responsible for Corporate Strategy, Sales & Marketing, and holds P&L responsibility for our licensing business as Head of the Client Services function. He combines traditional management consulting experience from working as a Senior Manager for A.T. Kearney with a variety of industry experience from having held management and leadership roles at BMW AG, BP PLC, and TalkTalk PLC. Currently he resides in London, offering easy fast connections to our global client base. Marc-Henry holds two Bachelors in International Business Studies from European School of Business in Reutlingen and Universidad Pontificia Comillas in Madrid.</p> <p>[Email symbol => Hyperlink to mhdejong@biop.eu] [LinkedIn symbol => Hyperlink to http://uk.linkedin.com/in/mhdjprofile]</p> <p>Want to join our management team? We're recruiting for the position of Vice President – Product Development & Technical Support.</p>	
Links	<p><u>Internal Links:</u></p> <p>'Vice President – Product Development & Technical Support => '6.2 Join us'</p>	
Images	<p>'Image 1': BIOP_FritsdeJong.jpg</p> <p>'Image 2': BIOP_UlrichRienth.jpg</p> <p>'Image 3': BIOP_MarcHenrydeJong.jpg</p>	

5.5 History

Category	Content	Type of content
Body	<p>Here you'll find a few key mile stones in our short history, see below:</p> <p>2002 – Formation of BIOP Biopolymers Technologies AG</p> <p>2004 – Successful market launch of BIOPAR® pellets in Netherlands</p> <p>2005 – Inauguration of production site in Schwarzheide, Germany</p> <p>2006 – Distribution agreements signed for Italian and Australian</p> <p>2008 – Strategic shift from pellet manufacturer to technology licensing company</p> <p>2009 – First technology license awarded to large chemical company</p> <p>2012 – Second technology license awarded to a multinational integrated conglomerate</p> <p>2013 – Relocation of Head office and opening of new Research & Development Centre in Dresden, Germany</p>	
Links		
Other comment	It would be great to see the timeline with some kind of animation or graphical device.	

6.0 CAREER

Category	Content	Type of content
Body	<p>Being a technology company means that our people are our most important asset – whether you work in Research & Development, Sales & Marketing, Technical Support, Customer Service, or General Administration.</p> <p>[Thumbnail image 1] Life at BIOP Every company claims that they are a great place to work. We think the same is true for BIOP. But let some of our colleagues tell you what it is really like to work at BIOP.</p> <p>[Thumbnail image 2] Join us We're a small company but with ambitious growth objectives. That's why we are constantly looking for talented colleagues to join the team. And we're recruiting right now.</p> <p>Feel free to read more about us, our values, our management team, and history.</p>	
Links	<p>'Life at BIOP' + 'Thumbnail image 1' => Page 6.1 'Join us' + 'Thumbnail image 2' => Page 6.2 'About us' => Page 5.0 'Our values' => Page 5.2 'Management team' => Page 5.4 'History' => Page 5.5</p>	

6.1 LIFE AT BIOP

Category	Content	Type of content
Body	<p>When it comes down to people it is not just about what skills or capabilities you might have but also about chemistry, which we believe is even more important. To give you a better idea what life at BIOP really is like and how we bring to live our values, we've asked two of our colleagues to talk openly about it.</p> <p>Here is what they had to say:</p> <p>[Image Ulf Kursawe] Dipl.-Ing. (FH) Ulf Kursawe, xx years of age, has worked as Lead Technician (on and off) for the last xx years at BIOP.</p> <p>"I enjoy the fact that none of my days is the same. As a Lead Technician I get involved in both product research and technical client support, which means that my time is spend in the laboratory as well as at clients' sites. In my daily work innovation is important, which makes me a front-runner. But also being clean is important (and I am not talking about cleanliness). I have to be very accurate in the work I do – our clients have specific product requirements. I</p>	

	<p>enjoy working at BIOP as it allows me to explore and come-up with new ideas. If you want to be my colleague, you definitely need to be a team player.“</p> <p>[Image Heike Arlt]</p> <p>Heike Arlt, xx years of age, joined BIOP in August 2013 as an apprentice in the General Administration function.</p> <p>“I originally trained as a chef but wanted a career change. I was looking for an office-based role with regular working hours. To be honest I had never heard of BIOP before. But during the interview process my interviewers made me feel at ease; and based on the first impression I thought I could work there. Having only started a couple of weeks ago, I am still learning a lot. My main focus is to support the general administration function, which means I get involved in both marketing activities and client services. The values are still new to me. But I got the impression that most people here are very innovative. I think we call that being a front-runner. I'd advise anyone who applies for a role at BIOP: Just be yourself!”</p> <p>Does that sound like a place you would want to work? If yes, we're recruiting. Join us here.</p>	
Links	<p>'Our values' => Page 5.2</p> <p>'Join us' => Page 6.2</p>	
Images	<p>BIOP_UlfKursawe.jpg</p> <p>BIOP_HeikeArlt.jpg</p>	

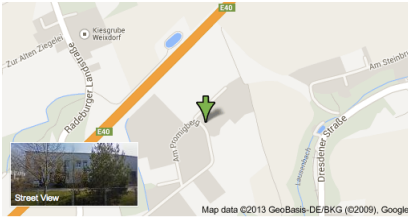
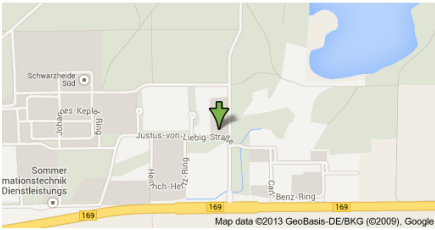
6.2 JOIN US

Category	Content	Type of content			
Body	<p>We're recruiting. And there couldn't be a more exciting time to join us. After years of research, product development, testing and building in-house production capacity, we're now licensing our BIOPAR® Technology. Therefore, we're on the lookout for new talent in the areas of sales & marketing, product development, technical support, and general administration.</p> <p>Current job vacancies</p> <table><tr><td>Vice President, Product development & Technical support</td></tr><tr><td>Reports to: Chief Executive Officer Direct reports: 2</td></tr><tr><td>You'll be:<ul style="list-style-type: none">○ Participating actively in BIOP's management team○ Defining and implementing a product development strategy○ Setting and monitoring standards for technical support○ Managing the budgets for product development and technical support○ Leading all technical resources○ Supporting marketing and business development○ Managing client relationships at technical level</td></tr></table>	Vice President, Product development & Technical support	Reports to: Chief Executive Officer Direct reports: 2	You'll be: <ul style="list-style-type: none">○ Participating actively in BIOP's management team○ Defining and implementing a product development strategy○ Setting and monitoring standards for technical support○ Managing the budgets for product development and technical support○ Leading all technical resources○ Supporting marketing and business development○ Managing client relationships at technical level	Static text, images, External links
Vice President, Product development & Technical support					
Reports to: Chief Executive Officer Direct reports: 2					
You'll be: <ul style="list-style-type: none">○ Participating actively in BIOP's management team○ Defining and implementing a product development strategy○ Setting and monitoring standards for technical support○ Managing the budgets for product development and technical support○ Leading all technical resources○ Supporting marketing and business development○ Managing client relationships at technical level					

	<ul style="list-style-type: none"> ○ Managing all customer trials ○ Representing BIOP at public events <p>Ideally you're:</p> <ul style="list-style-type: none"> ○ Educated to master level in Engineering (alternatively in Business Studies) ○ A team player ○ Experienced with working in a start-up environment ○ Fluent in English and Germany (and ideally other languages) <p>Start date: Immediate Type of contract: Permanent</p> <p>Holidays: 25 days Location: Head office (other European locations considered) Travel: Up to 75%</p> <p>Remuneration: Competitive + Bonus</p>	
	<p>Intern, B2B Marketing (6 Months)</p> <p>Reports to: Vice President, Commercial & Client Services Direct reports: None</p> <p>You'll be:</p> <ul style="list-style-type: none"> ○ Supporting delivery of marketing strategy ○ Maintaining and updating website ○ Managing social media accounts (incl. blog, twitter, and LinkedIn account) ○ Developing marketing materials (e.g. product specific brochures) ○ Creating CMR database for existing clients and prospects ○ Preparing attendance at conferences / trade fairs <p>Ideally you're:</p> <ul style="list-style-type: none"> ○ Studying Marketing or Business Studies ○ A Team player ○ Fluent in German and English (other languages welcome) <p>Start date: Immediate Type of contract: Fixed-term Contract</p> <p>Holidays: 25 days (pro rata) Location: Head office Travel: Up to 10%</p> <p>Remuneration: €1,000 per calendar month</p>	
	<p>Not the right jobs for you? If you think you got what it takes, we'd still like to hear from you. Please feel free to send us a copy of your latest CV.</p> <p>[Thumbnail image 1] Geertje Waetzold Recruitment Co-ordinator, Human Resources</p>	

	+49-(0)351-811649-0 [Email symbol => Hyperlink to gwaetzold@biop.eu]	
Links	Internal links: 'BIOPAR® Technology' => Page 2.0	
Images	'Thumbnail image 1' => BIOP_GeertjeWaetzold.jpg	
Other comment	For the current job vacancies it would be great to have a similar functionality as for the FAQs, meaning that the job titles are visible and when clicked on you get the job description	

7.0 CONTACT US

Category	Content	Type of content
Body	<p>Head Office, Research & Development Centre</p> <p>BIOP Biopolymers Technologies AG Am Promigberg 16 D-01108 Dresden</p> <p>+49-(0)351-811649-0</p>  <p>Production Plant</p> <p>BIOP Biopolymers Technologies AG Justus-von-Liebig Strasse 1 D-01987 Schwarzheide</p> <p>+49-(0)357-529499-0</p>  <p>Contact form</p> <p>Do you want to talk to us about a license? Order some BIOPAR® pellets? Or get in touch with either our technical or customer services teams? Then give us a call on +44-351-811649-0 or use the contact form below:</p>	<p>Static text, Google maps – Map view, Contact form</p>

	[Drop-down field: Contact reason] [Input field: First name] [Input field: Last name] [Input field: Company name] [Input field: Job title] [Input field: Phone number] [Input field: Email] [Input field: Message]	
Links	External links: Google Map 'Am Promigberg 16, Dresden' => https://maps.google.de/maps?client=safari&q=jaegerpark+22+dresden&ie=UTF-8&hq=&hnear=0x4709c8d368050df7:0x766da6b6080555c5,Jägerpark+22&gl=de&ei=DcQ2Uva5Kaqm4gTQnYHwAQ&ved=0CDQQ8gEwAA Google Map 'Justus-von-Liebig-Strasse 1, Schwarzheide' => https://maps.google.de/maps?client=safari&q=jaegerpark+22+dresden&ie=UTF-8&hq=&hnear=0x4709c8d368050df7:0x766da6b6080555c5,Jägerpark+22&gl=de&ei=DcQ2Uva5Kaqm4gTQnYHwAQ&ved=0CDQQ8gEwAA	
Other comments	The drop-down menu for 'contact reason' should include: <ul style="list-style-type: none"> - BIOPAR® pellets order - Customer services issue - License enquiry - Technical support issue - Other reason 	