



Vynova PPC launches energy efficiency project to reduce its carbon footprint

7 November 2022

Vynova PPC, a leading European producer of potassium and bromine derivatives, has launched an energy efficiency project at its site in Thann (France). Thanks to the investment, the company will be able to reduce its annual primary energy consumption by more than 12,500 MWh and its greenhouse gas (GHG) emissions by approximately 2,339 tonnes of CO₂ per year.

The project is supported by ADEME, the French Agency for Ecological Transition, and is carried out in collaboration with the specialised company CertiNergy & Solutions, a subsidiary of the ENGIE Group.

The overall project consists of three sub-projects, which will reduce the GHG emissions of the three production units involved by 65%:

- The replacement of the thermal fluid boiler of the potassium hydroxide solid production unit;
- The installation of a heat recovery unit on the furnaces of the hydrochloric acid production facility;
- The installation of a unit to recover heat from the condensates of the potassium hydroxide concentration unit.

The investment will contribute to the realization of Vynova PPC's energy performance plan and its decarbonisation objectives.

"This investment in further energy efficiency and carbon reduction highlights our commitment to be a leader in the transition towards a more sustainable chemical industry. As part of that commitment, we also enable our customers to reduce their carbon footprint via our product range. In February this year, we launched the world's first low-carbon potassium derivatives portfolio, enabling a CO₂ emission reduction of up to 30% compared to conventional potassium derivatives", explains Jacques Sturm, Vice President Potassium Derivatives Business at Vynova.

About Vynova PPC

Vynova PPC, a subsidiary of International Chemical Investors Group (ICIG), is one of Europe's leading manufacturers of potassium derivatives and bromine derivatives, products that play a key role in many applications that improve our quality of life. Located in Thann, Alsace, Vynova PPC counts 240 committed employees who produce potassium hydroxide (KOH), potassium derivatives, chlorine (Cl₂), hydrochloric acid (HCl), sodium hypochlorite (NaOCl), brominated organic products and mineral bromides. Vynova PPC is certified for the ISO 9001 quality management standards, the ISO 14001 standards for environmental management and the ISO 50001 energy management system standards. For more information, visit <https://www.vynova-group.com/en/sites/thann>.