

## Brightplus and Origin by Ocean join forces to utilise redefined seaweed in biomaterials

**Brightplus is happy to announce a partnership with an innovation leader of an algae-based ecosystem – Origin by Ocean. Both companies share a common vision of easing the climate burden of our world by creating sustainable materials from biosources.** The cooperation aims to explore the functionality of algae as an ingredient of biomaterials.

Origin by Ocean's vision is to build a new value chain around the eutrophication problem of oceans – by harvesting algae from the Baltic Sea and turning algae-based biomass into sustainable ingredients. These ingredients are used in production of everyday consumer goods such as food, beverage, cosmetics and pharmaceuticals. Seaweed's natural building blocks give algae a wide array of sustainable and functional properties suitable for many different applications like packaging.

– In our Nauvu® biorefineries, we isolate various components from different naturally occurring seaweeds to create new sustainable raw materials. These components can, for example, increase the viscosity, adhesion and porosity of the material or give it different decorative features, explains Mikael Westerlund, Chief Business Activist from Origin by Ocean.

For Brightplus, the redefined algae biomass offers a non-fossil-based side-stream for biosourced BrightBio® materials. The cooperation focuses especially on examining the different decorative and barrier properties of seaweed-based biomass, which can provide e.g. **haptic effects** for glass coatings.

– There is a growing demand for algae-based **synthetic** biomaterials in Europe, and we are happy to start cooperating with an innovation leader such as Origin by Ocean. Algae is a naturally occurring side-stream that **captures CO<sub>2</sub> efficiently**. **With** a wide array of functional properties, **it is** an ideal component for our **synthetic chemistry** BrightBio® materials, says Milja Hannu-Kuure, Managing Director from Brightplus.

– We greatly appreciate this collaboration and are happy to include our algae-based components into innovative biomaterials. There is a clear room for Origin by Ocean and Brightplus to increase the role of seaweed in the future sustainable materials, continues Westerlund.

### About Origin by Ocean

To meet the growing global demand for seaweed-based products, Origin by Ocean, after more than 10 years of research, has started to process sea and ocean grown biomass to produce natural sustainable ingredients for food, beverage, cosmetics and pharma. Our vision is to create an algae-

based business ecosystem that alleviates the nutrient burden of our oceans in a commercially viable manner. To their customers, Origin by Ocean creates value by offering bio-based and non-synthetic ingredients that improve sustainability throughout the value chain up to the end user. Products of animal origin are replaced by plant-based innovations. Our Nauvu<sup>®</sup> - Process and Ecosystem address the UN SDG14. Read more at: [www.originbyocean.com](http://www.originbyocean.com)

### **About Brightplus**

Brightplus is a pioneering Finnish biosourced materials company. We create reusable, recyclable and biodegradable side-stream material solutions with our visionary chemistry. Our versatile offering ranges from coating and barrier solutions to plastic replacement materials. Brightplus supports leading global manufacturers and major brands in e.g. packaging, consumer goods and agriculture to achieve their sustainability goals. Our multitalented team works closely with customers to co-create innovations that seamlessly comply with their existing processing methods and requirements. Our side-stream solutions reduce the circularity gap and meet the EU Green Deal 2030 targets. Read more at: [www.brightplus.com](http://www.brightplus.com)

### **Further information**

#### **Milja Hannu-Kuure**

Managing Director, Brightplus Oy  
tel. +358400 64 6533

[milja.hannu-kuure@brightplus.com](mailto:milja.hannu-kuure@brightplus.com)

#### **Mikael Westerlund**

Origin by Ocean, Chief Business Activist  
+358 40 540 9880

[mikael.westerlund@originbyocean.com](mailto:mikael.westerlund@originbyocean.com)