



# Experiences with an enhanced service-oriented business model

## Chemical Leasing

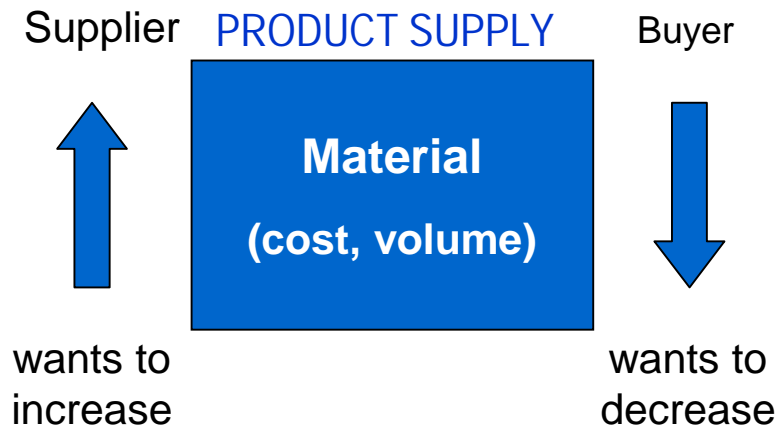
Dr. Hans-Norbert Adams

Dubai, February 6, 2006

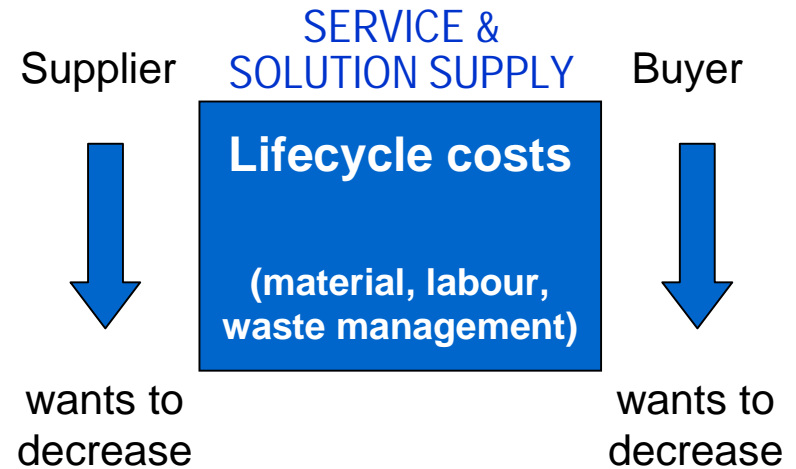
# Chemical Leasing Models Align Incentives



## Traditional Relationship: Conflicting incentives



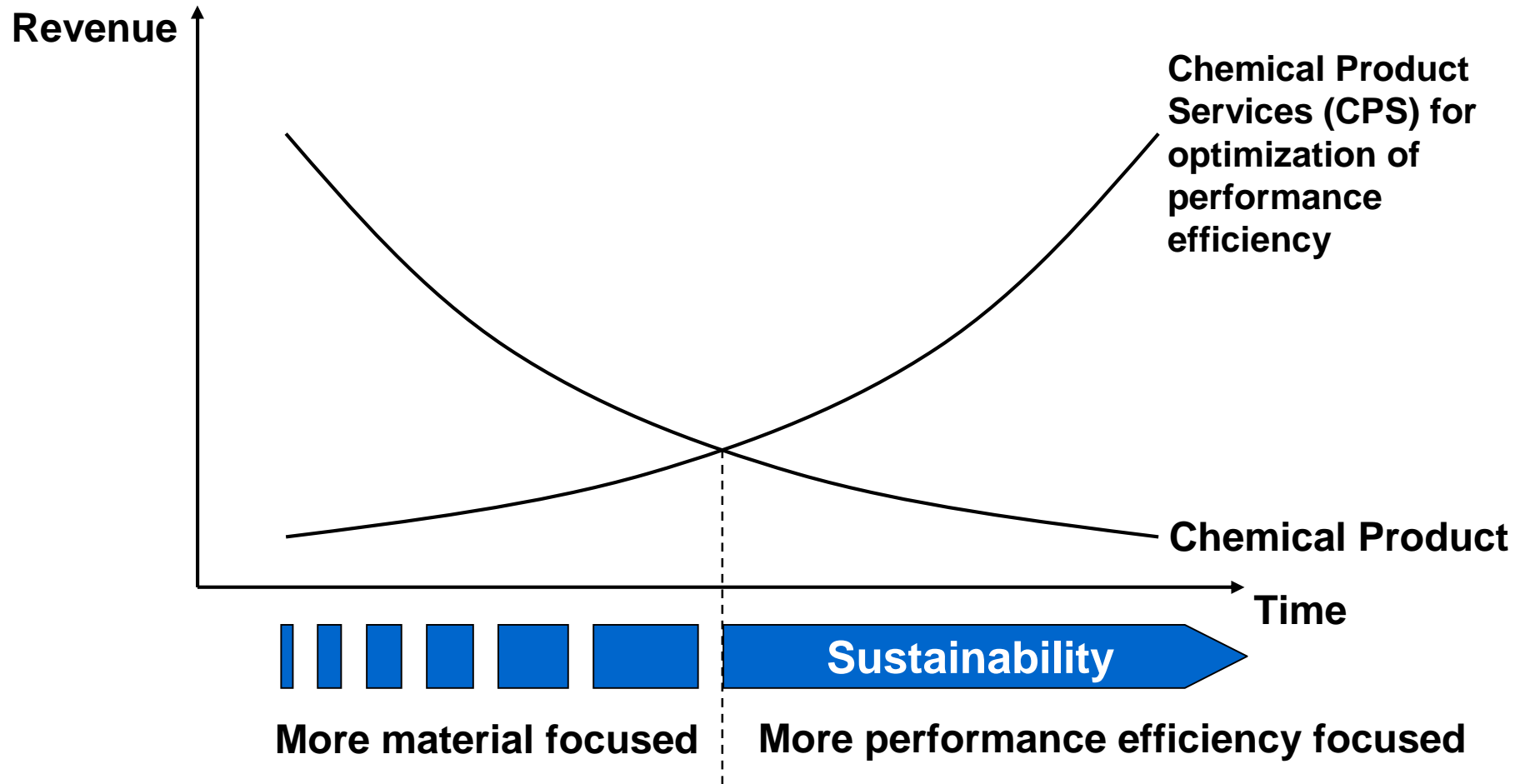
## Chemical Leasing Models: Aligned incentives



# Journey towards Chemical Product Services



## Paradigm Shift



# Austrian Pilot – First Results



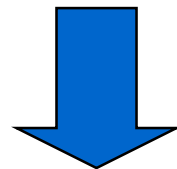
Encouraging results from the pilot in metal cleaning applications for the automotive industry:

- **Economic Feasibility:**  
Shift in value generation from product sales to expanded service sales possible
- **Knowledge Pooling:**  
Enhanced product efficiency optimization through cooperation with equipment manufacturer (OEM)
- **Environmental Benefit:**  
More than 60% reduction of solvent consumption

# Benefits for Chemical Producer



- Added value by selling services and know-how
- Improved information flow between producer and user (e.g. re risk factors)
- Adequate risk management as an alternative to the substitution of chemicals
- Economies of scale
- Expansion into new markets
- Competitive advantage



Enhanced Product Sustainability



Living.  
Improved  
daily.

Thanks for your attention !