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Novomer Recognized by AlwaysOn as GoingGreen Top 100 Winner

BOSTON--([BUSINESS WIRE](#))--[Novomer Inc.](#), a materials company pioneering a family of high-performance, biodegradable plastics, polymers and other chemicals from renewable substances, today announced that it has been honored by AlwaysOn as one of the [GoingGreen Top 100 Winners](#). Novomer was selected by the AlwaysOn editorial team and other industry experts spanning the globe, based on a set of five criteria: innovation, market potential, commercialization, stakeholder value and media buzz.

Inclusion in the GoingGreen 100 signifies major developments in the creation of new business opportunities in the green technology industries. As such, Novomer and the GoingGreen Top 100 companies will be honored at [GoingGreen 2008](#) on September 15-17 at Cavallo Point in Sausalito, Calif.

“Novomer is committed to changing the way the world develops and consumes plastics,” said Charles Hamilton, president of Novomer. “Unlike other biodegradable plastics in today’s market, Novomer’s catalyst technology provides both environmental benefits and improved materials performance. We are honored to be included on the GoingGreen Top 100 list and look forward to expanding the reach of our sustainable technology as we explore new applications and industries.”

“The GoingGreen Top 100 winners have excelled in key strategic areas in the global clean energy technology markets,” said Tony Perkins, founder and CEO of AlwaysOn. “We congratulate them for their success in introducing new tools, services, and systems that are driving the next phase of green tech innovation and transforming the biggest industries on earth.”

Novomer’s revolutionary technology allows renewable resources to be cost-effectively transformed into green materials for a wide variety of industrial markets. Earlier this spring, Novomer [announced](#) its first commercial product, [NB-180](#), a poly propylene carbonate (PPC) sacrificial binder that burns cleaner, more uniformly and at lower temperatures than currently available products. Initially produced for industrial applications, NB-180 saves manufacturers valuable time and resources because of its predictable decomposition and the reduction of processing steps.

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a community blog network. In 2004, AlwaysOn continued to lead the industry in innovation by engaging its bloggers in a social network. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (Stanford Summit, OnHollywood, Breakout, OnMedia, GoingGreen, NordicGreen, and Venture Summits East and West) and quarterly print “blogzine.” No other media brand has dared to create such open interaction with its readers and event participants.

About Novomer

[Novomer](#) is a revolutionary new materials company pioneering a family of low-cost, high-performance, green plastics, polymers and other chemicals. Founded in 2004 by technology commercialization firm KensaGroup, Dr. Geoffrey Coates and Dr. Scott Allen, the company is based on pioneering catalysts developed at Cornell University. Novomer’s groundbreaking technology allows carbon dioxide and other renewable materials to be cost-effectively transformed into polymers, plastics and other chemicals for a wide variety of industrial markets. The company is partnered with equity investors Flagship Ventures, Physic Ventures, and DSM Venturing and has received support from the National Science Foundation and Department of Energy.

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