



TNCHE Asia 2025 Conference
" Accelerating Industrial Decarbonization:
Digital-AI and Energy Transformation "
Presenter's Biodata & Abstract



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Current Position : Key Account Manager



Title of Presentation : Circular Plastic: A solution to plastic waste with PureStep™

Presentation Abstract:

PureStep™ technology addresses the urgent need for sustainable solutions in the plastic industry, where annual production reaches 370 million tons and is projected to triple by 2050. With 40% of produced plastic ending up in landfills and increasing consumer demand for sustainable packaging, the linear plastic economy is becoming untenable. PureStep™ offers a transformative chemical recycling solution that converts waste plastic into clean, premium feedstock for steam cracking. This innovative approach not only helps refiners decarbonize their operations but also aligns with evolving legislation aimed at reducing plastic waste. As consumers increasingly prioritize sustainability, with 60-70% willing to pay more for eco-friendly packaging, PureStep™ positions businesses to capitalize on the growing demand for circular plastic solutions. By minimizing sorting issues and processing diverse waste feedstocks, PureStep enables companies to embrace a sustainable future while fostering business growth.