



# Escape the supplier role - 5 steps to scale the commercialization of your sustainable innovation through Ingredient Branding

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# Getting more value out of your sustainable innovation

## The situation:

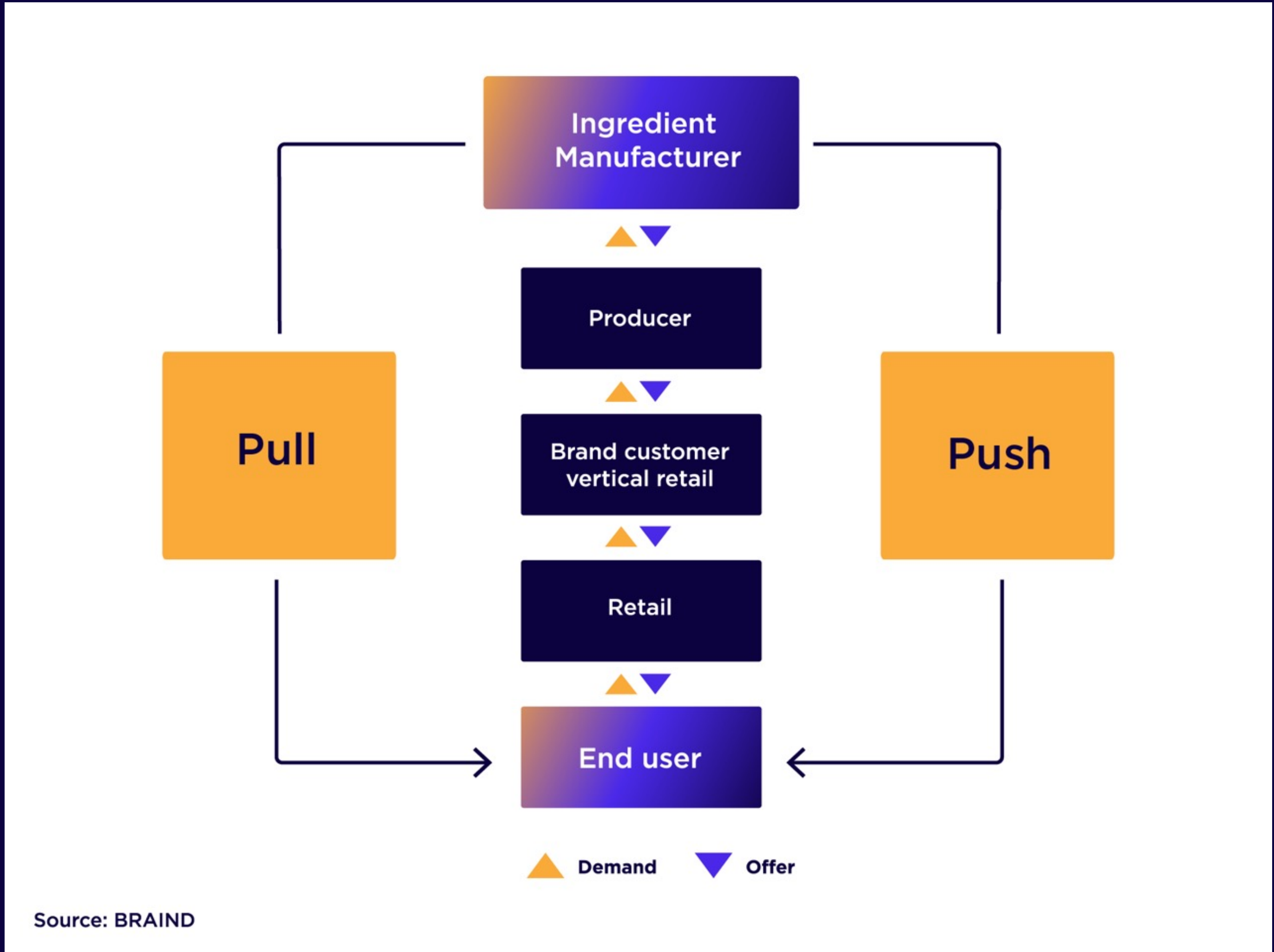
Many companies are not getting a fair value for their innovations. They are locked-into the unfavourable role of a supplier. The innovation is unknown and unseen for the final user



## The solution:

You will learn to transform your technology into a well-known and in-demand brand and to create a triple-win solution for you, your customers and their end users.

# Ingredient Branding allows to extract more value by making your innovation known and attractive to the end-user



**SUSTAINABLE DEVELOPMENT GOALS**

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	SUSTAINABLE DEVELOPMENT GOALS

**E** ENVIRONMENTAL      **S** SOCIAL      **G** GOVERNANCE

**Your brand lends credibility to achieve SDG or ESG goals**

# 1. GET OUT OF THE ROLE OF A SUPPLIER

„If you think and act as a supplier, you will remain a supplier“

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SUSTAINABILITY

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The fabric is prized by brands from Gucci to Prada for its physical resemblance to traditional nylon and the transparency of its production process.

BY RACHEL CERNANSKY  
August 19, 2019

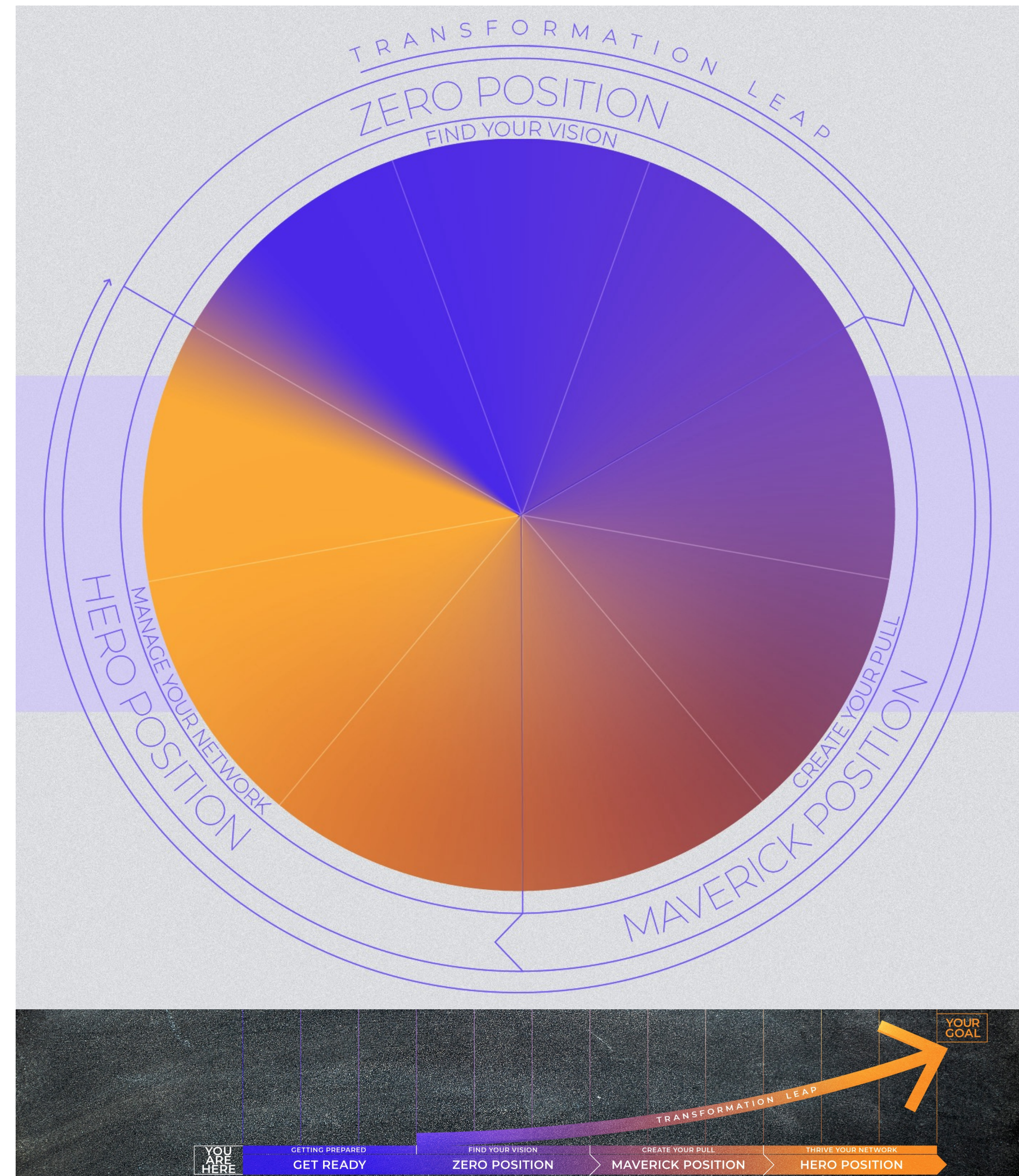
# 2. DEVELOP A UNIQUE BRAND PROMISE

“Define a hand-shake with  
your target audience”



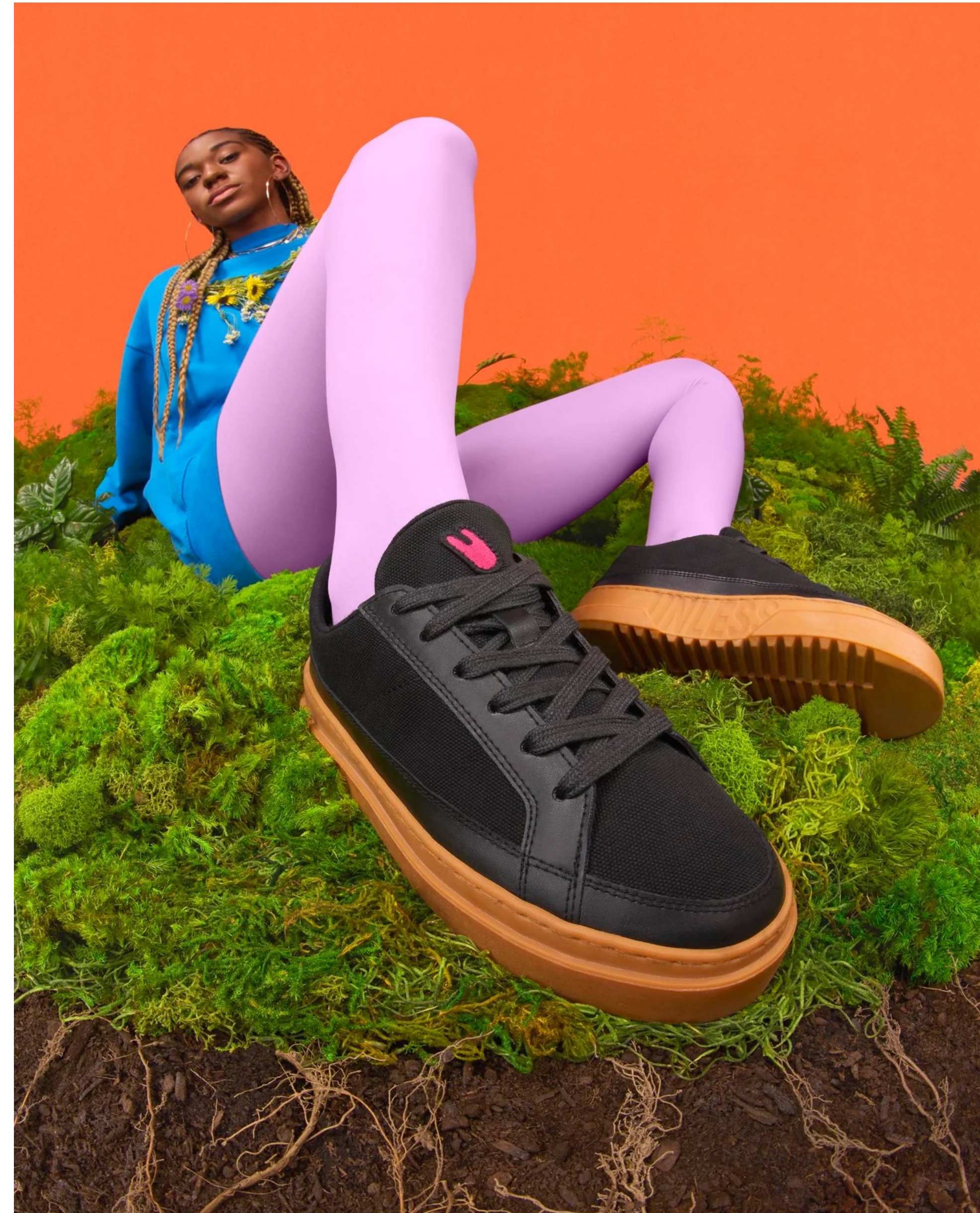
# 3. SET-UP YOUR BUSINESS STRUCTURE

„Institutionalize your  
Ingredient Brand from the  
end-user perspective“



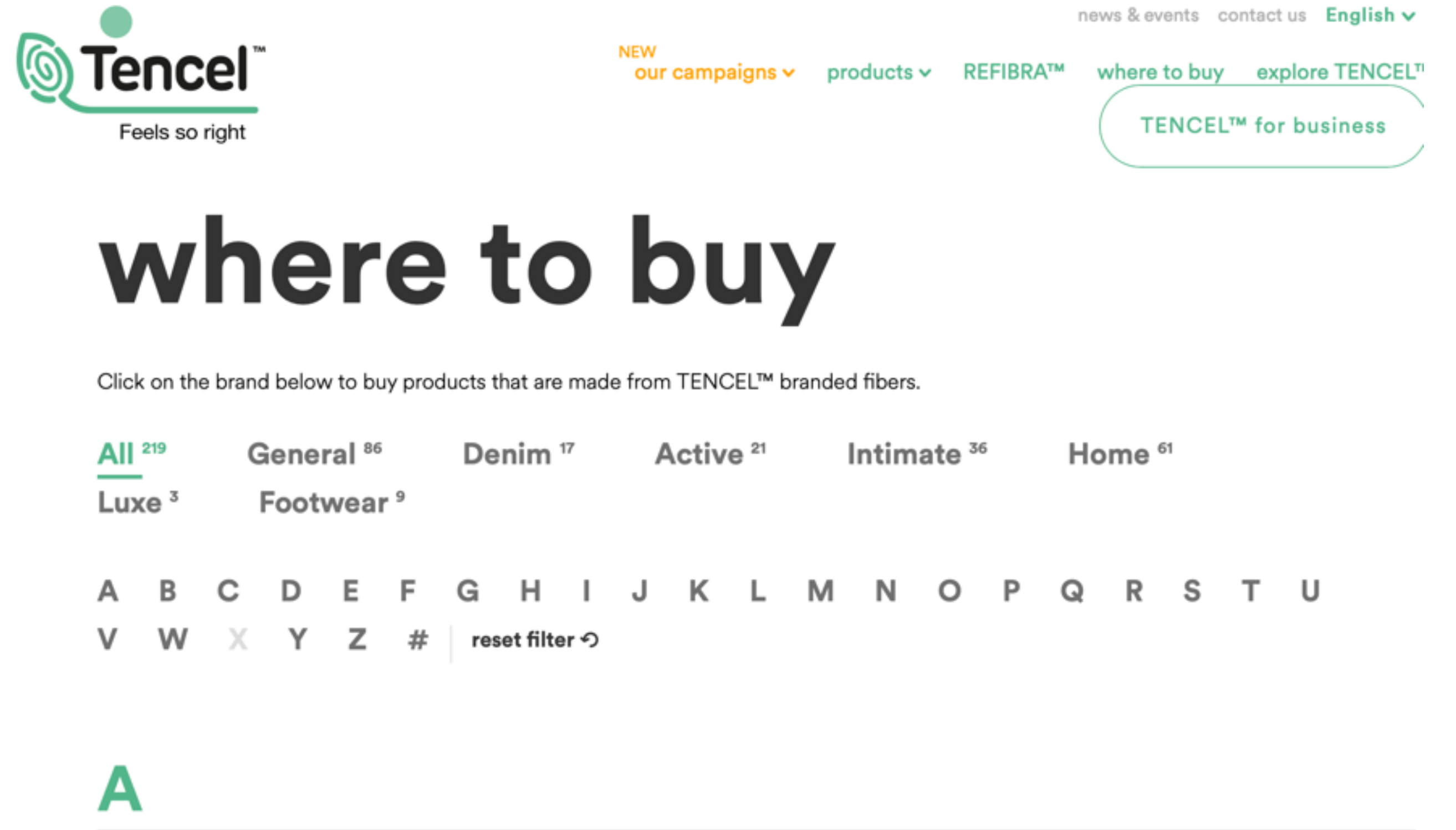
# 4. BUILD YOUR OWN AUDIENCE

„Make your Ingredient known and attractive for the buying decision“



# 5. SCALE

”Help customers to sell-out the products made from your material”





# BE AWARE!

”Your brand is everything you do that is not the product itself”



# For more information



[www.braind.co](http://www.braind.co)

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INGREDIENT BRAND STRATEGY CONSULTING

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