

Environmentally

William White explores Novozymes, a bioinnovation company that leads the world in the production and sale of enzymes.



Friendly Enzymes

ITS products have a positive impact on the environment. It offers a biological solution to energy saving, and it predicts that over the next five years it could reduce CO₂ levels by as much as 75 million tons. And as more and more compa-

nies plug in to its solutions, it projects double digit growth in the next year.

But a decade ago there was no Novozymes. There was only a business unit within the much larger Novo Nordisk A/S, a Danish pharmaceutical company known for its diabetes medication. But

by September 2000, the enzyme business unit had become large enough and diverse enough to become a separate entity. And today, though it is still smaller than its big brother Novo Nordisk, there is no doubt about its leading position within enzymes. Novozymes owns a pro-



jected 47 per cent of the global market share of enzymes for industrial use. The biggest market for enzymes is in the detergent industry and Novozymes makes 32 per cent of its sales in that area. But enzymes are also used in many other areas, such as food and beverages, fuel ethanol production, and textile processing.

Well-defined Standards

Novozymes is a research-based company. It works with industrial production and processing companies in several industries to develop the best solutions

for their specific needs. The company is known for its very high quality standards. Vice President of Marketing, Henrik Meyer says "We have very clear, high standards for our products and we have technical service specialists who ensure that our enzymes are used in the correct way in these different industrial settings."

A Cost Saving Alternative

The company's core products are enzymes, which can be used in place of many chemical and mechanical processes in a wide variety of indus-

tries. "Enzymes make a process cheaper, better and more environmentally friendly," Meyer says. And he reveals that as companies look for cost-saving alternatives to energy-consuming processes, they are turning to enzymes.

The company spends a huge amount of its budget on Research and Development. Meyer says, "in terms of how much money we invest in research, we are up there with pharmaceutical companies. Research is a critical component of what we do." ▽