

# HOW DO YOU INNOVATE FASTER AND WITH MORE CONFIDENCE?



To be competitive in the marketplace, chemical companies require a deep understanding of external players and technologies to find those breakthrough innovations and opportunities.

## For CHEMICAL COMPANIES, long-term growth requires:

- **EVALUATING REACTANTS AND FEEDSTOCKS**, and finding ways to procure and safely handle them
- **OPTIMIZING PROCESSES** by identifying and exploring the latest innovative reaction, separation, and scale-up process technologies
- **DEVELOPING PRODUCTS** by researching new compounds and materials, and enhancing the functionality of existing products
- **EXPLORING APPLICATIONS** by evaluating potential product uses and emerging consumer technology spaces
- **DRIVING OPEN INNOVATION** through technical intelligence necessary to assess competitors, find scientific experts, and identify potential partners and licensors
- **AND MORE...**

Introducing **ILLUMIN8**, a web-based research tool that enables product and partnering decisions as you explore new technologies, products and markets.

#### RESEARCH A TECHNOLOGY

*such as Industrial Biotechnology*

- illumin8 reveals that the past two decades have seen a significant rise in the use of enzymes in industrial settings, as enzymes offer cheap, environmentally responsible and highly efficient alternatives to chemical catalysts.
- illumin8 uncovers that Canada's Industrial Research Assistance Program provides funding for Canadian firms working on R&D projects in biotechnology

#### RESEARCH A TREND

*such as Green Chemistry*

- illumin8 reveals how ionic liquids, used as green solvents in industry labs, enhance the activity, selectivity, and stability of catalysts. Journal articles detail recent applications for ionic liquids in green chemistry.
- illumin8 identifies the leaders in the field of green chemistry including Paul Anastas, one of the movement's founding fathers, and brings up the latest journal articles written by Anastas and Web results that refer to him and his work.

#### RESEARCH A TECHNIQUE

*such as CO2 Conversion*

- illumin8 reveals valuable information on the strategic objectives and applications for CO2 Conversion, detailing specific catalytic reactions as well as relevant Web results.
- Illumin8's coverage of example CO2 Conversions include experiments in fuel processing technologies and applied catalysis, and alternatives to using enzymes to promote the rate of CO2 conversions

### USE ILLUMIN8 TO:

- Discover new technologies, materials and processes for product development.
- Uncover new applications and markets for existing technologies.
- Identify leading experts and competitors in unfamiliar markets.
- Find potential partners or suppliers for bring ideas to market.
- Understand potential risks and benefits of new approaches or entering new markets.

ENTER A RESEARCH TOPIC AND  
ILLUMIN8 LETS YOU VIEW AND SHARE  
YOUR RESEARCH RESULTS:



**EXPLORE**  
Trends and Opportunities



**EVALUATE**  
Technologies and Methods



**COMPARE**  
Products, Organizations and Approaches



**REPORT**  
Findings and Insights

ILLUMIN8 uses semantic search technology to “read” from a breadth of content sources:

#### NEWS AND WEB

Billions of web pages and 1000+ online business, technical and trade news sources

#### JOURNALS AND ABSTRACTS

5 million+ scientific and technical articles and 40 million+ scientific records from Elsevier and 5,000+ publishers

#### PATENTS

24 million+ patents from 5 patent offices worldwide (WIPO, US, European, UK and Japan)

\*Disclaimer: illumin8 is continually updating its content database. Results described here are therefore subject to change

Visit [www.illumin8.com/getstarted](http://www.illumin8.com/getstarted) or contact us at [illumin8@elsevier.com](mailto:illumin8@elsevier.com)

**illumin8**  
from ELSEVIER