

The new face of biocomposites is here!... Woodforce is now in the world wide web with an amazing website where we can learn why woodforce is the new force in biocomposites for the automotive, consumer and packaging industries.

Maia, 21 December 2012 – Woodforce is a product from Sonae Indústria and it consists on an industrially engineered wood based product that delivers natural strength for plastics.

Following years of development and evaluation, Sonae Indústria obtained in 2011 an exclusive licensing by the leading New Zealand Crown Research Institute SCION. Woodforce is a bio-sourced and renewable mechanical reinforce that is compatible with the industrial process and health & safety requirements of the clients, has proven performance and favourable economics previously unavailable before. It offers many advantages to plastics including both weight and cost savings with design opportunities unrivalled in the natural fibre sector.

Woodforce helps the environment. It is in the fabric of Sonae Indústria key business strategy, and now with Woodforce, plastic producers are able to promote their true green credentials.

“The launching of our website is an important milestone to introduce Woodforce to a wide audience. In fact this product has no equivalent on the market: it can replace glass fibre or other mineral fillers within plastics.”, says Christophe Chambonnet, Woodforce’s Global Manager, “Compared to agricultural fibres, this product non-seasonability, efficient supply chain management and industrial compatibility is an ideal solution from the industrial perspective of our clients from the plastic sector”, finalizes him.

To discover more about this engineered wood fibre for the new generation of biocomposites go to <http://www.woodforce.com>

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