

## Mature Markets Background

Round 9

6/12/2009

Product Category	Companies	Year Founded	Year Started Biobased
Agricultural Spray Adjuvants	ULHI	1997	1997
	W1V4	1954	
	JK5O	1997	1997
	DRL2	1929	1995
	S5G6	1966	1966
	QY5R	1973	
	XC35	1990	1990
	MN4C	1969	
	X4SY	1991	1991
	A3NJ	1947	1947
	T957	1957	1997
	L793	1923	
	K23J	1987	1995
	IKN7	1932	
	UNOJ	1963	1990
	A14K	1951	1951
	F3C0	2004	2004
	B682	1990	1991
	V82K	1962	1995
	S58G	1946	
	I51V		
	KUC3	1994	1994
	C727	1987	1994
	U377	1986	
	TL6P	1859	
	KHY6	1982	1982
Animal Cleaning Products	ULHI	1997	1997
	Q000		
	SN35	1995	1995
	P5IE	1992	1992
	PQ39	2000	2000
	K2V1	1983	1983
	U119	2000	2000
	U045	2004	2004
	ZK91	1967	1967
	D4E2	1982	1982
	RF10		
	Y482	1960	1960
	KH5I	1971	1971
	GOYP	1990	1990
	JC9H	2004	2004
	CXX6		

Product Category	Companies	Year Founded	Year Started Biobased
	W4AU	2001	2001
	XTHE	1989	1989
	BBU1	2003	2003
	HGM1	2001	2001
	C592	2001	2001
	W80Y	1997	1997
	WSLX		
	TA8E	1992	1992
	V71D	1999	
	N72D	1996	1996
	UQI2	1997	1997
	GDZW	2003	2003
	AWHA	1982	
	DMQ4	2001	2007
	M58N	1983	1985
	RR76	2007	2007
	PGS3	1989	1989
	G3C4	1984	1984
	J5YZ	1987	2008
	TPHG	1993	1993
	BVC1	1988	1988
	RRO1	1995	2008
	PQ52	2003	2003
	GCO9	2002	2002
	TNCZ	2004	2004
	S8QT	1996	1996
	S8V2	2002	2002
	RDO8	1992	1992
	KFH9	1996	1996
	EAEL	2007	2007
	SK08	2005	2005
	W0B8	2005	2005
	S9I7	1999	1999
	D2OH		
	IQ71	2004	2004
	JEGN	1986	1986
	Y2VW		
	G27Y	2004	2004
	U4UC		
	G3QR	1947	
	RZZ3	1996	1996
	L3BT	1982	1998
	K4E0	1975	1975
	OIGC		
	LC8H	1955	1995

Product Category	Companies	Year Founded	Year Started Biobased
	E5GP	1997	1997
	U1I2	1989	1989
	ZQ0Z	1989	1989
	LRVV	2007	2007
	CF5Z	2003	2003
	LUSE	2004	2004
	F3C0	2004	2004
	WF1P	2004	2004
	L7BT	1989	1989
	D267	1995	1995
	EAPR	1995	1995
	D02G	1996	1996
	I61E	2003	2004
	D5Y4		
	Z3BJ		
	P47L	2003	2003
	P523		
	K312		
	NH8P	1998	1998
	F9B2	2001	2001
	V5QQ	1990	1990
	P8Z5	1992	1992
	YVG7	2002	2002
	YG8H	1911	
Deodorant	B94P		
	O26M	1967	1967
	ZK91	1967	1967
	U6U4		
	Y191	2001	2001
	WAZP	1984	1991
	UG28	1999	2005
	JA32	1998	1999
	R442	1995	1995
	D8TH	1996	1996
	MDML	1999	1999
	Q3RQ	1989	1989
	A33R	1997	1997
	R1WZ	1995	1995
	OSX7	1981	1981
	UMKH	1980	1980
	SH6E	1992	1997
	O8RP	1981	1981
	Y31Y	1980	1980
	J8AQ	1959	1959
	B6I5	1970	1970

Product Category	Companies	Year Founded	Year Started Biobased
	D96M		
	VZ7Q	1921	1921
Dethatchers	C6IV	2000	2000
	RWKN	1993	1993
	J922	1988	2005
	J19R	1996	1998
	IYI9	1994	1994
	I8I8	1976	2005
	BAM0	2002	2002
	V2H4	1971	1971
	EPFR	1995	2003
	XRR6	1972	1974
	M2RO	1994	1998
	WWW3	1999	2002
	CH23	1982	1985
	RS9R	1993	1993
	KHY6	1982	1982
Fuel Conditioners	DRL2	1929	1995
	MX9C	2001	2008
	O7JE		
	BP37	1977	1977
	U4RM	2000	2000
	HAKV	1984	1993
	GG22	1996	1996
	J3TP	1982	1985
	RGWJ	1991	1991
	B62S	1839	
	J7A3	1996	1996
	IY22	2000	2000
Leather, Vinyl, and Rubber Care Products	K944	1902	
	U4WQ	1992	1992
	U119	2000	2000
	U2G2	1965	
	G2U2	1977	
	BP37	1977	1977
	M555	1991	1991
	A3BY		2001
	HHHU	1993	1997
	HU83	1978	
	IN75	2007	2007
	Z3BY	1895	1895
	H3HW	2004	2004
	G8UU		
	X191	1998	1998
	Y444	1906	

Product Category	Companies	Year Founded	Year Started Biobased
	WW33	1951	1951
	W338		
	GGU2	1986	
	Y999	1988	2005
	GG2U	1968	
	GU22	1982	1982
	UGU2	1901	1997
	GUUU	1964	1964
	OT17	1999	1999
	WW83	1985	1985
	U33U		
	G82U	1992	1992
	U333		
	H88H	1989	
	Z444	1902	1983
	UG82	1987	1987
	U883		
	PI1N	1920	
	UH3H	1989	1989
	J888	1979	1979
Lotions and Moisturizers	ZJT1		
	Q000		
	B647		
	SN35	1995	1995
	O959	2002	2002
	G882	1996	
	GU28	1995	1995
	H428	2004	2004
	VL52	1997	1997
	ASHU	1998	2001
	KU91	2003	2003
	G2UG		
	B94P		
	K72A	2001	2001
	O26M	1967	1967
	R154	2004	2004
	Y546	2004	2004
	BN9E	2003	
	O438	1985	1985
	GBV7	2000	2000
	DW61	1994	1994
	ZK91	1967	1967
	VD7X	1989	2005
	LEO5	1978	1978
	KAYT	1995	1995

Product Category	Companies	Year Founded	Year Started Biobased
	GO1A	1999	1999
	IO87	2001	2001
	S93U	2005	2005
	NV2D	2001	2001
	V4U1		
	XB9O	1983	1983
	UFQ7	1997	1997
	AS8D	1998	1998
	U7S2	2003	2003
	I2EP		
	JC9H	2004	
	R4J2	2004	2004
	U414	2004	2004
	ALWE	1976	1976
	O369	1970	1970
	P15D	2000	2002
	KSR9	2001	2001
	U3H3	1958	1958
	Y191	2001	2001
	RPJV	2002	2002
	L1ZL	2005	2005
	BBU1	2003	2003
	WAZP	1984	1991
	AGI8	1945	1945
	KB96	1999	1999
	VW55	1985	1985
	G288	1979	1979
	ZEE9	2002	2005
	B342	2001	2001
	IDG9	2001	2001
	N497	1999	1999
	SA8J	2000	2000
	GDZW	2003	2003
	W88W	2005	2007
	KYGX	1997	1997
	GG88	1960	1960
	UG28	1999	2005
	Z512		
	JA32	1998	1999
	H8HU	1992	1992
	X52B	1978	2003
	EX1V	1996	1996
	K4U8	2004	2007
	O167	2003	2003
	UG22	2003	2003

Product Category	Companies	Year Founded	Year Started Biobased
	P0G9	1997	1997
	H6O9		2005
	X864	1968	1968
	V49W	1995	1995
	KAR7	1979	1979
	MDML	1999	1999
	Y311		
	CV8M	2002	2002
	H717	1979	1979
	ME74	1978	1986
	NEYN	1978	2003
	B9SK	2000	2000
	YM62	1980	1980
	VW38	2002	2002
	Q3RQ	1989	
	Y872		
	Y8EG	1984	1994
	PC6X	1986	1995
	K8Z3	1928	2003
	KFH9	1996	1996
	M2CR	1997	1997
	B22Y	2005	2005
	B64S		
	S9I7	1999	1999
	U7R6	1980	1980
	A33R	1997	1997
	Z334	1998	1998
	NN3S	1987	1987
	ZFHE	2003	2004
	BF78	1996	1996
	QBAL	1997	1997
	TK37	1999	1999
	YGPY	1999	1999
	G2G2	2003	2001
	Z544	2003	1995
	EGRZ	1999	2005
	HTS8	2005	2005
	BB26	2005	2004
	AX40	2002	2002
	RZZ3	1996	1996
	HX64	1975	1975
	OSX7	1981	1981
	K4S3		
	I58B	2002	2002
	OQS2	2004	2004

Product Category	Companies	Year Founded	Year Started Biobased
	J8AQ	1959	1959
	Y18A	2003	2003
	HFO1	2003	2003
	Y5EG	2004	2004
	AFEA	2002	2002
	WH29	1998	1998
	Q2M8	1999	1999
	NN56	2001	2001
	F32S	1974	1974
	M2D8	2000	2000
	TV61	2005	2005
	O8RP	1981	1981
	U919	2001	2001
	G22U	1994	1994
	MR94	2003	2003
	MA2R	2003	2003
	BLP5	2004	2004
	TYB3	1996	1996
	E415	1996	1996
	Q5ON	1994	1994
	OT17	1999	1999
	B06A	1997	1997
	LBH6	1999	1999
	S2JQ	2004	2004
	XY8K	2003	2003
	LC8H	1955	1995
	W2DK	1998	1998
	SMR9	2003	2003
	OOFW	1998	1998
	SWNN	2002	2002
	NF9O	1990	1990
	AMR1	1997	1997
	CF5Z	2003	2003
	P1OC	2000	2000
	U88G	1999	1999
	EXSV	2001	2001
	U8H8	1980	1980
	SO00	2005	2005
	NPR5	2002	2002
	WM27	1986	1986
	E258	2000	2000
	S9U0		
	Z3MO	1988	1999
	SF96	1990	1990
	U254	1995	1995

Product Category	Companies	Year Founded	Year Started Biobased
	N97S	1971	1971
	B682	1990	1991
	UC2Y		
	J995	1996	1996
	O357	2005	2005
	HNG5	2000	2000
	E8Z9	1969	1991
	VO84	1957	
	N3I0	1997	1997
	KUC3	1994	1994
	IO85	2000	2000
	D4Q1	2003	2003
	T783	1980	1980
	FB5X		
	T1J3	1993	1993
	GW19	1996	1996
	TUPX	1990	1990
	WG58	1982	1982
	LAAA	2001	2001
	ZG8W		
	FL62	1999	1999
	DH45	1998	
	IKKT	2002	2002
	AO8N	2004	2004
	VE4P		
	U42A	2000	2000
	XTU7		
	EZZ2	1990	1990
	N512	2003	2003
	Z777		
	Y935	2004	2004
	MLJL	2005	2005
	BOPR	1989	1989
	GG8G	1997	1997
	JP9I	1982	1998
	BN1N		
Shaving Products	M234	2000	2000
	B94P		
	K2V1	1983	1983
	J438	1997	1997
	CN9R	2000	2000
	ZK91	1967	1967
	LEO5	1978	1978
	Y22Y	1945	1945
	O369	1970	1970

Product Category	Companies	Year Founded	Year Started Biobased
	FYHJ	1998	
	P99O	2002	2002
	Y191	2001	2001
	RPJV	1991	1991
	BBU1	2003	2003
	OTCS	2006	
	G3B5	1999	1999
	G27U	1973	1973
	JA32	1998	1999
	X52B	1978	2003
	OG25	2003	2003
	P0G9	1997	1997
	Y311		
	NEYN	1978	2003
	VW38	2002	2002
	Q3RQ	1989	1989
	ER8I	1901	1955
	A33R	1997	1997
	Z334	1998	1998
	J8AQ	1959	1959
	E9E0		
	R1WZ	1995	1995
	RZZ3	1996	1996
	UMKH	1980	1980
	R95O	1995	1995
	U919	2001	2001
	P1OC	2000	2000
	U8H8	1980	1980
	ZJVN	1901	
	Q0X4	2006	2006
	M8I9		
	PEV1	1995	1995
	ZFO6	1981	
	US7V	1971	
	J4M5	1886	1989
	FG4S	2002	2002
	E8Z9	1969	1991
	E733	1999	1999
	B6I5	1970	1970
	V19O	1990	
	DOJC		
	SMQT		
	C8H4	1901	
	GG8G	1997	1997
	VZ7Q	1921	1921

Product Category	Companies	Year Founded	Year Started Biobased
	YQW4	1995	1995
Specialty Precision Cleaners and Solvents	L98F	2001	
	RYB8		
	XB9O	1983	1983
	PWLI	1990	
	E676		
Sun Care Products	P5IE	1992	1992
	EZ5Y	1995	1995
	X575	1995	1995
	B94P		
	M426	2005	2005
	W6V2	1996	1996
	WT25	1988	1988
	AAI2	1982	1982
	CN9R	2000	2000
	NOZR	1982	1982
	ZK91	1967	1967
	Y22Y	1945	1945
	BK9M		
	JC9H	2004	2004
	Y191	2001	2001
	WAZP	1984	1991
	LUQ3	1995	1995
	K3OG	1879	
	JA32	1998	1999
	MDML	1999	1999
	UN7R	2004	2004
	A33R	1997	1997
	J8AQ	1959	1959
	IUO4	2000	2000
	KQ7Q	2005	2005
	G2G1	2004	2004
	P0Q1	1983	1983
	ZJQ0	1987	1987
	R95O	1995	1995
	B06A	1997	1997
	EDUW	2004	
	B700	2006	2006
	HRZN	2000	2000
	PEV1	1995	1995
	T4KE	2002	2002
	E8Z9	1969	1991
	G7XG	1979	1984
	E733	1999	1999
	QTUD	1991	1991

Product Category	Companies	Year Founded	Year Started Biobased
Wastewater Systems Coatings	BO4C	2004	2004
	BOPR	1989	1989
	L7F8	2002	2002
Water Clarifying Agents	X03Z	1992	2007
	QTHE	1989	1989
	GCB8	1990	2008
Water Treatment Chemicals	C6IV	2000	2000
	J922	1988	2005
	C233	1995	1995
	H3HU	1972	1972
	PC6X	1986	1995
	UY69	1978	1978
	BQCE	1994	1994
	QCEC	2003	2003
	M2RO	1994	1998
	M3JJ	1976	1976
	B682	1990	1991
	D1DA	1999	2005
	HRJY	1999	1999
	QH85		
	RS9R	1993	1993