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Kirsi Valtari, Head of Elisa Automate & EVP of Polystar PAGE 13

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BUSINESS trends

99 BUSINESS MAGAZINE FOR INTERNATIONAL ENTERPRISES



Marken opens purpose-built Cell and Gene Control Center in North Carolina, USA PAGE 21

Comau has a robot for any challenge PAGE 57

Avery Dennison strengthens leadership in the label and flexible packaging markets PAGE 49

Agilent Technologies' year of CSR achievements PAGE 3



Remote is the new normal

As the industry leader in Zero Trust Secure Access solutions, Pulse Secure is the company that is 100% focused on delivering secure access solutions for people, devices, things and services. Its suites uniquely integrate cloud, mobile, application, and network access to enable hybrid IT in a Zero Trust world. The company experienced exceptional business and partner growth across the Asia Pacific Japan (APJ) region in the first half of 2020. Joe Signorelli, Vice President for APJ at Pulse Secure says: "We are committed to investing in the region and serving our customers in the long term."

For years, enterprises of every size and industry have been trusting Pulse Secure's solutions to enable seamless connectivity and empower digital transformation. The company has evolved significantly over the years from its inception in 2014, where it was initially set up to address mobile security challenges.

Today, Pulse Secure offers a true software-defined perimeter (SDP) architecture that meets today's business requirements, and adapts and grows as those requirements change – based on a compelling Zero Trust model that can be applied to new and existing hybrid IT deployments across industries as diverse as healthcare, manufacturing, or financial services.

The company notes that almost a year into the COVID-19 pandemic, operations teams are still challenged with supporting increased bandwidth and maintaining performance for the significant number of employees that are now accessing corporate apps and data remotely. Remote workers may be using devices, such as home desktops or family tablets, which do not measure up to enterprise security standards. Attackers are relying on added vulnerable threat vectors. Through various attack methods once that device becomes exploited or credentials are successfully obtained, these types of breaches can lead to unauthorized access to corporate apps, resource and information.

Zero Trust changes the trust dynamic. If

an entity were to request access to an application or resource within a Zero Trust network, it would be subject to a thorough vetting process. The stress that enterprise networks are experiencing today offers an opportunity to implement Zero Trust, and Pulse Secure is poised to help enterprises do that.

To address the exponential business growth in the Asia Pacific and Japan (APJ), Pulse Secure has expanded its footprint across the region with new offices opening in China, Korea and Australia to complement their existing direct presence in Singapore, India and Japan. "The APJ region is strategic and paramount to Pulse Secure's global growth and expansion plan," says Joe Signorelli. "As enterprises in APJ advanced workforce mobility, it enabled us to achieve outstanding business momentum across the region and five consecutive growth quarters since 2019." The company launched its Pulse Cares program to help customers support work-from-home (WFH) initiatives and business continuity through expedited sales and service response.

Joe Signorelli concludes: "We are committed to building Secure Access solutions that offer simple and unified user experiences and further our position as a Secure Access leader for hybrid IT environments in a Zero Trust world."



Joe Signorelli, Vice President for APJ at Pulse Secure



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Ending the life of plastic

Clariter is a global clean-tech company that has created a revolutionary process which addresses the world's plastic waste problem. Their unique plastic recycling solution has achieved a net negative carbon footprint meaning it does not add to, but rather depletes carbon from the planet. This is evidenced by a recent independent initial Life Cycle Analysis (LCA) carried out by CE Delft, a research and consultancy firm. "Clariter ends the life of plastic for good. We produce highly advanced, pure, high-value products that are greener and cleaner and offer industry innovative ingredients to manufacture their products without having to change formulations. We are an upcycler, rather than a recycler," explains Petra Koselka, Clariter's Chief Operating Officer (COO).

The formation of Clariter in 2003 was a result of many years of scientific research by Professor Andrzej Bylicki, a leading Polish scientist. Since then, Clariter's team has been developing and perfecting the technology while achieving international recognition backed up with patents. Their technology is proven through a Research & Development Plant in Gliwice, Poland, which has operated since 2006, and a 15,000 m² Industrial-scale Plant in East London, South Africa built in 2018. Clariter has offices in Israel, Poland, Luxembourg, and The Netherlands.

Ms. Koselka explains that Clariter is active in what can be seen as the next generation in chemical recycling. "We have developed a unique technology where the majority of plastic waste streams are chemically transformed into new pure crude oil-free products. Our patented continuous process consists of 3-stages. The first step,

thermal cracking, then hydro-refining which removes all double bonds to leave them with a sulphur-free, odourless, highly pure material which we then, in the final phase of distillation and purification, transform into three product families: aliphatic solvents, white mineral oils, and paraffinic snow-white waxes. These are a global first."

The recently conducted LCA determined that Clariter's solution is preferable to landfill, incineration and other pyrolysis-based solutions. Furthermore, its net carbon footprint (based on a plant located in The Netherlands) is negative, which indicates a net environmental benefit compared to the carbon footprint of similar products made from crude oil, with the solution actually reducing carbon emissions. "In reality, this means that for each ton of plastic waste we



Petra Koselka, Clariter COO, at the Industrial-scale Plant in East London, South Africa.

process, we clean Earth of CO₂ emissions as well," says Ms. Koselka.

With further optimisation of Clariter's plants, and using renewable energy sources and possibly green hydrogen in the future, she expects Clariter's process to have an even more advantageous carbon footprint. "Delivering such green products to our customers – offering the industry "a clean slate" – is at the heart of what we do. The outcome is not only an important step for us but the entire chemical recycling sector."

Clariter's near-term plan is to build and operate full-scale plants, each of which will recycle 60,000 tons of plastic waste and produce 50,000 tons of clean products annually. Geographically, the company focuses on Poland, Israel and The Netherlands.




Clariter
Website: www.clariter.com

Clariter's products upcycled from plastic waste: solvent, oil and wax.