



## **Melodea's Chairman of the Board, Mr. Tord Gustafsson, receives the Trade Award for 2014 from The Sweden - Israel Chamber of Commerce**

***- Prize awarded for contribution to collaboration between Melodea and Holmen***

Stockholm, Sweden, January 26, 2015

In a ceremony under the auspices of The Sweden - Israel Chamber of Commerce, Mr. Tord Gustafsson, Melodea's Chairman of the Board and Co-Founder, was awarded the Trade Award for 2014 for his contribution to the collaboration between Melodea Ltd., developer of micro-crystalline cellulose (MCC) from renewable resources for industrial applications and Holmen, a leading manufacturer in the forest based sector.

In 2013, Holmen entered into an investment and sub-licensing agreement with Melodea, by which Holmen has become one of the major shareholders in Melodea. Melodea develops a novel method for producing Micro-Crystalline Cellulose (MCC) from paper mill waste. The MCCs are then processed into micro-structured foams, which can replace fossil fuel-based foams in a vast variety of applications. The technology, which was developed by Professor Oded Shoseyov and Dr. Shaul Lapidot from the Robert H. Smith Faculty of Agriculture, Food and Environment, the Hebrew University of Jerusalem, was licensed to Melodea from Yissum Research Development Company Ltd., the technology transfer arm of the Hebrew University.

MCC is produced by processing wood pulp, and is considered the new, environmentally-friendly and sustainable option for a variety of materials, including plastic and metal. MCC is transparent, strong, cost-effective, and safer than non-organic alternatives. During the process of paper production, around 30% of the total fibers initially produced are washed as sludge. In Europe alone, eleven million tons of waste is produced annually. The scientists found that fibers from paper mill sludge are a perfect source for MCC production, and have also developed a method of processing MCC into micro-structured foams. These MCC foams are highly porous and light weight. The new MCC based foams display technical performance which matches current high end synthetic foams.

Application of these 100% bio-based foams, as core material in sandwich composites as well as in other fields, is currently being developed.

“I am honored to receive the Trade Award from the Sweden-Israel Chamber of Commerce,” commented Tord Gustafsson, Chairman of Melodea. “The collaboration between Melodea, an Israeli startup and Holmen, a well-established Swedish company, is an excellent example of a fruitful business partnership between the two countries.”

"Micro-Crystalline Cellulose is one of the most promising materials currently being developed. The variety of applications for MCC is vast, and could potentially make non-organic plastics a distant memory. Melodea not only developed a way to produce MCC in a cost-effective manner from waste products of the paper industry, but has also invented a method for processing this promising material into foam, which is used in the composite industry as a core material in sandwich panels to achieve high strength, weight reduction, energy dissipation, and insulation," added Mr. Gustafsson.

Mr Tord Gustafsson is a renowned composite materials expert with more than 25 years of experience in developing new materials and production methods. Together with colleagues, he is responsible for turning the Swedish composite industry into a world leading industry. Mr. Gustafsson is an innovative industrialist and has twice received the JEC, the largest composites industry organization in the world, Award for important developments for the composite Industry. He is the owner and R&D manager of BLATRADEN AB, Piteå Sweden. He holds an MSc in Civil Engineering from the University of Lund, Sweden.

### **About Melodea**

MELODEA is a dynamic R&D company pioneering the development of MCC from renewable resources for industrial applications. The company is backed by decades of experience in cellulose research, bio-micro technology coupled with decades of experience in composite materials. This gives Melodea unique capabilities in developing and serving the markets with high performance bio based solutions. The company is devoted to introduce renewable solutions to the industrial world market. For further information please visit [www.melodea.eu](http://www.melodea.eu)

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