



In The Spotlight

Mark DeAndrea, Vice President and Business Unit Manager, Biomaterials at Domtar and keynote speaker at this year's IBBC conference recently spoke with TAPPI's Paper360° about Domtar's new Biomaterials Unit.

TAPPI:

Domtar has a strong history of R&D in the area of biomaterials. How has that made good business sense for your company?

Mark:

Domtar has always had a strong history of R&D across all of our business units, not just Biomaterials. When we think about how R&D makes an impact on our business, it is important to include the relationship between R&D and innovation. In other words, R&D investment provides the knowhow, but innovation is the method of finding the best sustainably and commercially viable solutions to solve pain points and/or meet market needs. As far as making good business sense, when we evaluate new business opportunities, we look at a variety of decision drivers such as market need, market maturity, technical feasibility, and technical readiness, just to name a few. A strong R&D platform adds visibility and clarity for several of these keys drivers, thereby significantly improving our innovation process.

TAPPI:

Tell us a bit about Domtar's newly created BioMaterials Business Unit. What are your goals as leader of the initiative? How do you hope to integrate your efforts with Domtar's other business units?

Mark:

The Biomaterials Business Unit has one very simple mission, increase revenues (and of- course profits) at our mills. Thus, we structured the Biomaterials Business Unit into five platforms based on where we see the potential additional revenues streams. Our five platforms include: Extractives, Lignin, Cellulosic Sugars, Thermochemical Fuels, and Advanced Fibers.

TAPPI: As one of the top 20 global pulp and paper companies, what opportunities in bioenergy/ biorefining are most exciting for Domtar?

Mark:

If you have ever been to a beach and witnessed miles and miles of plastics floating along the shore, then I am sure you will understand my answer - I am excited about all the opportunities! I believe we can replace most petroleum based products with all natural bio-based products. More importantly, as technology costs come down, more and more of these biobased products are price competitive with their petroleum based counterparts.

TAPPI:

What role do you feel biorefining will play in the “pulp and paper industry of the future?”

Mark:

Biorefining will not play a role in pulp and paper as I believe they will be one and the same.

TAPPI:

You’ll be keynoting the upcoming TAPPI IBBC (International Bioenergy and Bioproducts) Conference, which is co-located with TAPPI’s PEERS (Pulping, Engineering, Environmental, Recycling and Sustainability), conference. Can you give us a brief preview of what you’ll be speaking about? What do you hope attendees will gain from your comments?

Mark:

I will be talking about transformation of Pulp and Paper and the opportunity we are calling Biomaterials.

TAPPI would like to thank Mark DeAndrea for taking the time to answer our questions. To learn more about Mark DeAndrea’s Keynote Presentation and IBBC 2017, visit tappi-ibbc.org.

[Read more](#) about Mark DeAndrea’s interview in the upcoming September/October 2017 issue of *Paper360*°.

About Mark DeAndrea

Mark DeAndrea joined Domtar in January of 2016 and is a member of the Pulp and Paper Leadership Team. He has management oversight and responsibility for Domtar’s newly created BioMaterials Business Unit, which includes five platforms; lignin, extractives, cellulosic sugars, advanced fibers, and thermochemical fuels. Mr. DeAndrea is also a Board Member for Celluforce, the world leader in the commercial production of Cellulose NanoCrystals (CNC). Celluforce is a joint venture between Schlumberger, Fibria, FPIInnovations, and Domtar.

Mark has over 25 years of international management experience. His background includes strategy, finance, strategic capital, commercialization, mergers and acquisitions, and operations for a variety of companies and industries including industrial bio-refining, biomaterials, and technology.

About Domtar

Domtar is a leading provider of a wide variety of fiber-based products including communication, specialty and packaging papers, market pulp and absorbent hygiene products. Domtar Pulp and Paper has 4 business units; Pulp, Paper, Specialty Paper, and BioMaterials. With approximately 9,850 employees serving more than 50 countries around the world, Domtar is driven by a commitment to turn sustainable wood fiber into useful products that people rely on everyday. Domtar’s annual sales are approximately \$5.3 billion and its common stock is traded on the New York and Toronto Stock Exchanges. Domtar’s principal executive office is in Fort Mill, South Carolina. To learn more, visit www.domtar.com.