



Chris DeArmitt, Ph.D. FRSC

*Plastics, fillers & additives expert*

Executive R&D leader in plastics and plastics additives. Proven innovator with 18 years experience leading teams to turn market needs into new products and revenue. Supported by award winning presentation skills and expansive global network. Able to bridge the gap between Marketing and R&D, ensuring alignment and improving results.

He has lead international, multi-client projects, solved a major plastic quality issue that had plagued BASF for 30 years and developed a new specialty smart material in just 8 days. With 4 Innocentive open innovation wins he is in the first percentile of innovators. As a plastics expert he is ranked number one MVP in major internet forums for providing helpful advice.

Chris's clients appreciate his ability to understand their needs and propose solutions in laypersons terms. The ability to explain complex topics has also lead to a successful writing career and training courses tailored toward industrial clients.

Some of the R&D programs he has led include:

- Optimized dispersants for minerals and pigments
- Prevention of antioxidant adsorption on fillers
- Specialty thermoplastic formulations (anti-scratch, easy-clean)
- Novel natural antioxidants
- Smart plastic that changes opacity when heated / cooled
- Solved major emulsion impact modifier production issue

Chris has a Ph.D. in Surface and Polymer Science (University of Sussex, Brighton, UK). His industrial career includes leadership positions in R&D and Technical Marketing at Electrolux (Frigidaire), BASF, Hybrid Plastics and Applied Minerals. He has chaired several conferences and given innumerable invited lectures. Chris has published over 40 book chapters, articles, and international patents. He is a Chartered Chemist and was elected Fellow of the Royal Society of Chemistry at age 37.

We work with two types of clients:

- Companies that design, develop, and manufacture advanced polymers
- Companies that fabricate unique products using advanced polymers, including bioplastics

Our services also include the use of other materials such as metals and ceramics that interact or bond with polymers (adhesives, interfacial stress at fiber interfaces, coupling agents for polymer/fiber adhesion, etc.)

A profitable business strives not only to increase the monetary gains from customer transactions, but realizes that solid customer relationships are the cornerstone of a successful business.

How We Help You

InnoCentrix works with companies that:

- Manufacture or supply advanced polymers and composites
- Use advanced polymers and composites in their products
- Formulate advanced polymer-based adhesives and coatings

Working together, we increase client's revenues and profitability by developing new markets and applications for existing materials, facilitating the product development process for new products, maximizing the impact of the innovation portfolio, managing the intellectual property strategy and process, along with solving complex polymer technical problems.