

What is the Polyurethane Industry Observatory?

Polyurethane Industry Observatory is a structured intelligence service for the polyurethane (PU) ecosystem.

It exists to help teams **see what matters earlier**, understand **what it means**, and act with confidence —across companies, regions, and the PU value chain.

Insights, briefings, and signals across the PU value chain

What problem does it solve?

PU markets move fast, but information is fragmented: - news is scattered across many sources - important signals get buried in noise - updates arrive too late to influence decisions

The Observatory turns fragmented information into **repeatable decision-ready deliverables**.

What does it cover?

The Observatory monitors the PU ecosystem across five value-chain links: - **Chemical manufacturers** (all PU-relevant chemicals) - **System houses** - **Foam manufacturers** (including moulders producing foam components) - **Converters** - **End-use manufacturers** (e.g., mattresses, automotive seating/components)

Coverage is global and can be tailored by: - **Companies** (your suppliers, competitors, customers) - **Regions** (where you buy, sell, or produce) - **Value-chain links** (which parts of the ecosystem matter to you)

What are the deliverables?

The Observatory provides 11 structured deliverables: 1. Company News Tracking 2. Regional Market Monitoring 3. Industry Context & Insight 4. PU Value-Chain Analysis 5. Competitive Intelligence 6. Sustainability & Regulation Tracking 7. Capacity & Asset Moves 8. M&A and Partnerships 9. Early-Warning Signals 10. Custom Alerts & Updates 11. Executive-Ready Briefings

You can subscribe to the deliverables most relevant to your role.

How is it delivered?

You choose the cadence: - **Daily** (rapid signals + early warning) - **Weekly** (operational monitoring + context) - **Monthly** (strategic synthesis + outlook)

Deliveries are consistent, scheduled, and designed to be readable.

How is it different from a newsletter?

A newsletter is “one size fits all.”

The Observatory is **configurable**: - choose which companies to track - choose which regions to include - choose which value-chain links to monitor - choose which deliverables you want

It is designed to be a **system**, not a feed.

Why “Observatory”?

Just like a classic “Observer/Observatory” publication, the goal is not to publish everything.

The goal is to: - observe continuously - filter rigorously - interpret clearly - publish reliably

Who publishes it?

Curated and published by **Global NewsPilot**, a division of **HTC Global**.

One-line summary

Polyurethane Industry Observatory is your configurable PU intelligence system—turning news and market signals into structured briefings that support real decisions.