

# 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**

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## 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**.

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## 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)

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## 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.

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## 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.

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## 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.

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## 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

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## Who publishes it?

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

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## One-line summary

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