



## PU Observatory

### Structured intelligence across the polyurethane value chain

#### What it is

PU Observatory is a configurable polyurethane industry intelligence system. It delivers curated signals, context, and executive-ready briefings based on your scope.

It is not a newsletter blast, not a pricing service, and not a raw data feed. It is a decision support tool for professionals who need relevance, not volume.

#### What problem it solves

Most polyurethane professionals face the same challenges:

- Too much information, too little signal
- Market updates that are not aligned with their role or region
- Late visibility on capacity moves, competitive shifts, or regulatory impact

PU Observatory filters the industry before it reaches you.

#### What you get

Depending on your configuration, the Observatory delivers structured outputs such as:

- **News Digest**  
Relevant company and industry updates only
- **Industry Context & Insight**  
Interpretation of what developments mean for supply, demand, margins, or risk
- **Capacity & Asset Moves**  
New plants, shutdowns, expansions, restructuring signals
- **Competitive Developments**  
M&A, partnerships, and positioning shifts across the value chain
- **Regulation & Sustainability**  
Compliance, decarbonization, and audit-relevant developments
- **Executive Briefings**  
Weekly or monthly synthesis, ready for internal use



## How it works

You configure the Observatory once along three dimensions:

1. **Companies**  
Track the players that matter to you
2. **Regions**  
Focus on where you operate or source
3. **Value-chain position**
  - Chemical manufacturers
  - System houses
  - Foam manufacturers
  - Converters / moulders
  - End-use manufacturers

You also select the cadence: monthly, weekly, or daily.

From that point on, the Observatory runs strictly within that scope.

## Who it is for

PU Observatory is used by:

- Procurement and sourcing leaders
- Commercial and business unit managers
- Operations and supply-chain managers
- Sustainability and regulatory owners
- Executives requiring structured external insight

If your role involves decisions in polyurethane, this system is designed for you.



## Why it is different

- Scoped by design. No generic industry feed
- Disciplined and repeatable structure
- Signal-focused. Interpretation over volume
- Time-efficient. Minutes to consume, not hours

Quiet periods are reported as such. No forced content.

## In short

PU Observatory turns polyurethane industry activity into clear, scoped intelligence you can act on.

***You decide what matters. The Observatory does the filtering.***