

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.