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You optimize your production – not your data

Why AI, circularity and efficiency cannot scale without data sovereignty

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PETnology Europe 2026

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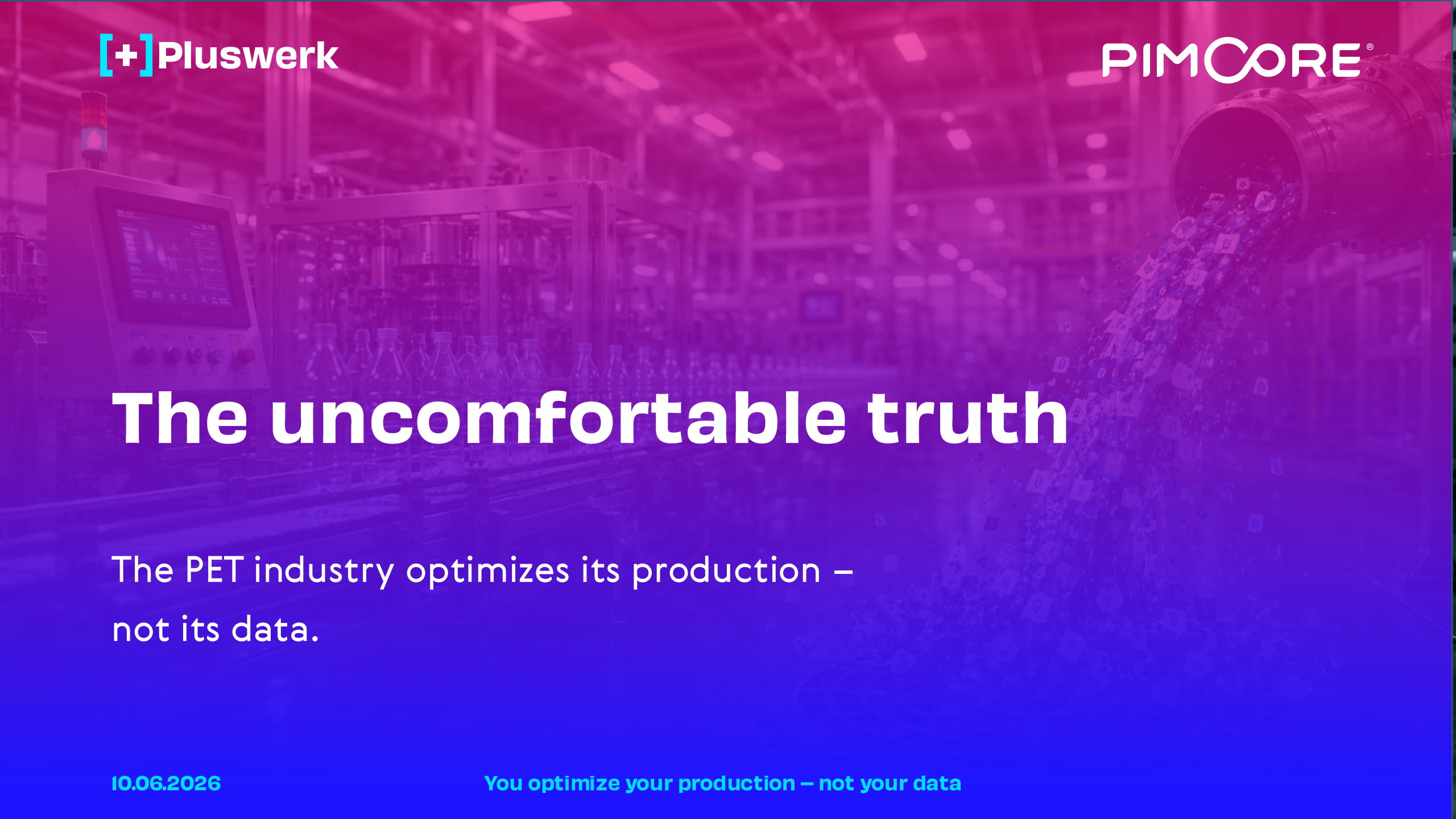
Everyone talks about AI in production.

But what if the real problem isn't your machines – it's your data?

The industry reality

- **Circularity** – rPET quotas, recycling targets
- **PPWR** – recycled-content thresholds, recyclability proof
- **ESG reporting** – verifiable, auditable
- **AI adoption** across the value chain

All four force **transparency on your data.**



The uncomfortable truth

The PET industry optimizes its production –
not its data.

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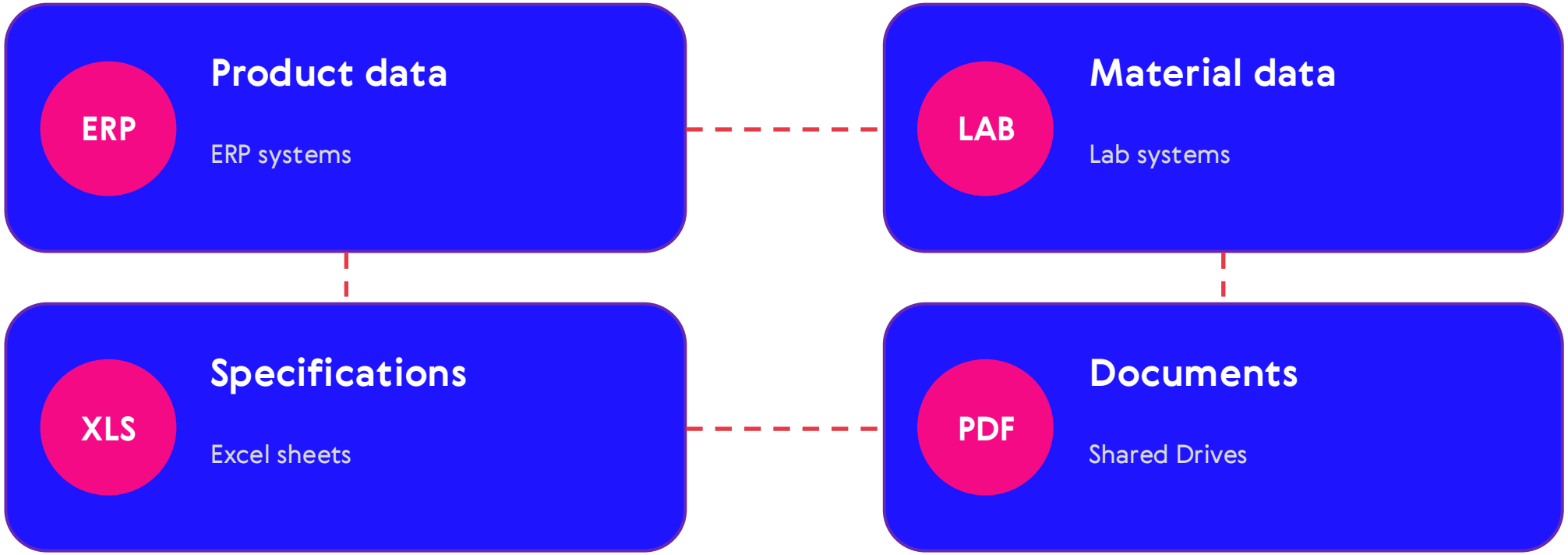
Practical example 1: Where your data lives today



Everything exists. Nothing is really connected.

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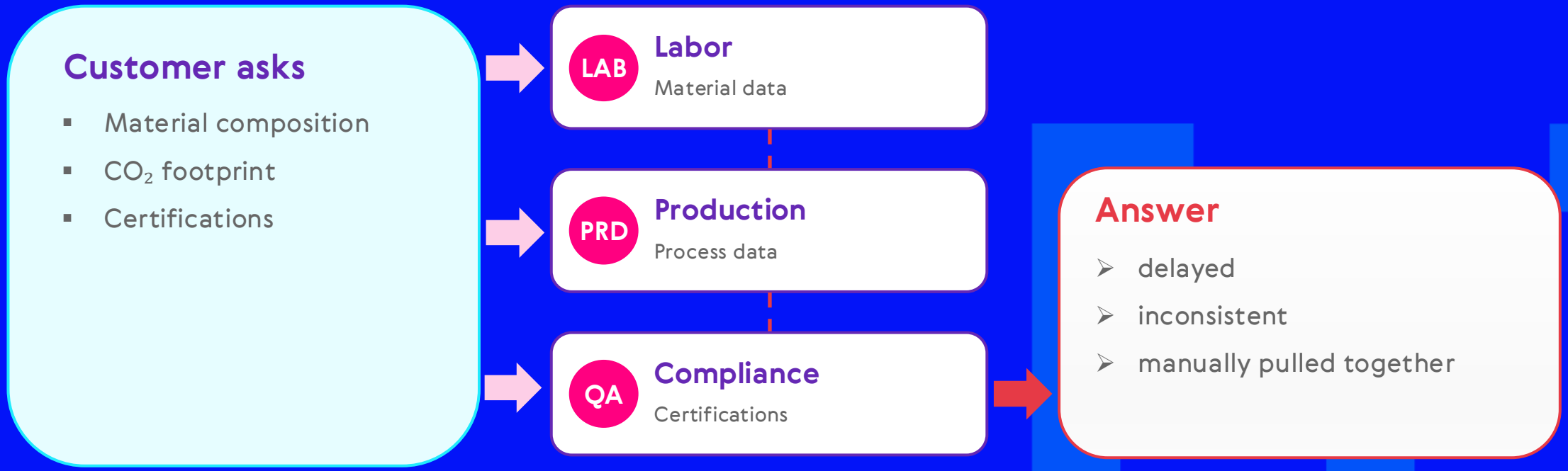
Practical example #2: A typical customer request



Sounds simple – it isn't.

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What it costs you

A data problem becomes a business problem.

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AI reality check

AI needs structured, reliable data.

Most companies don't have it.

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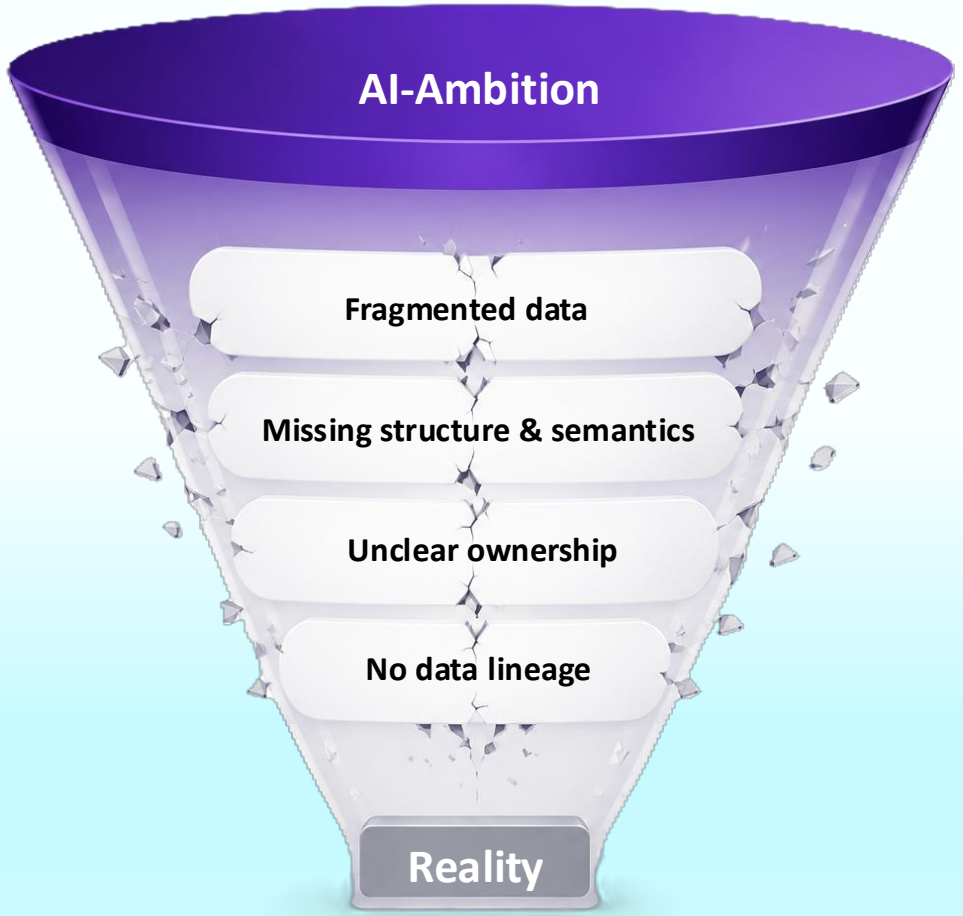
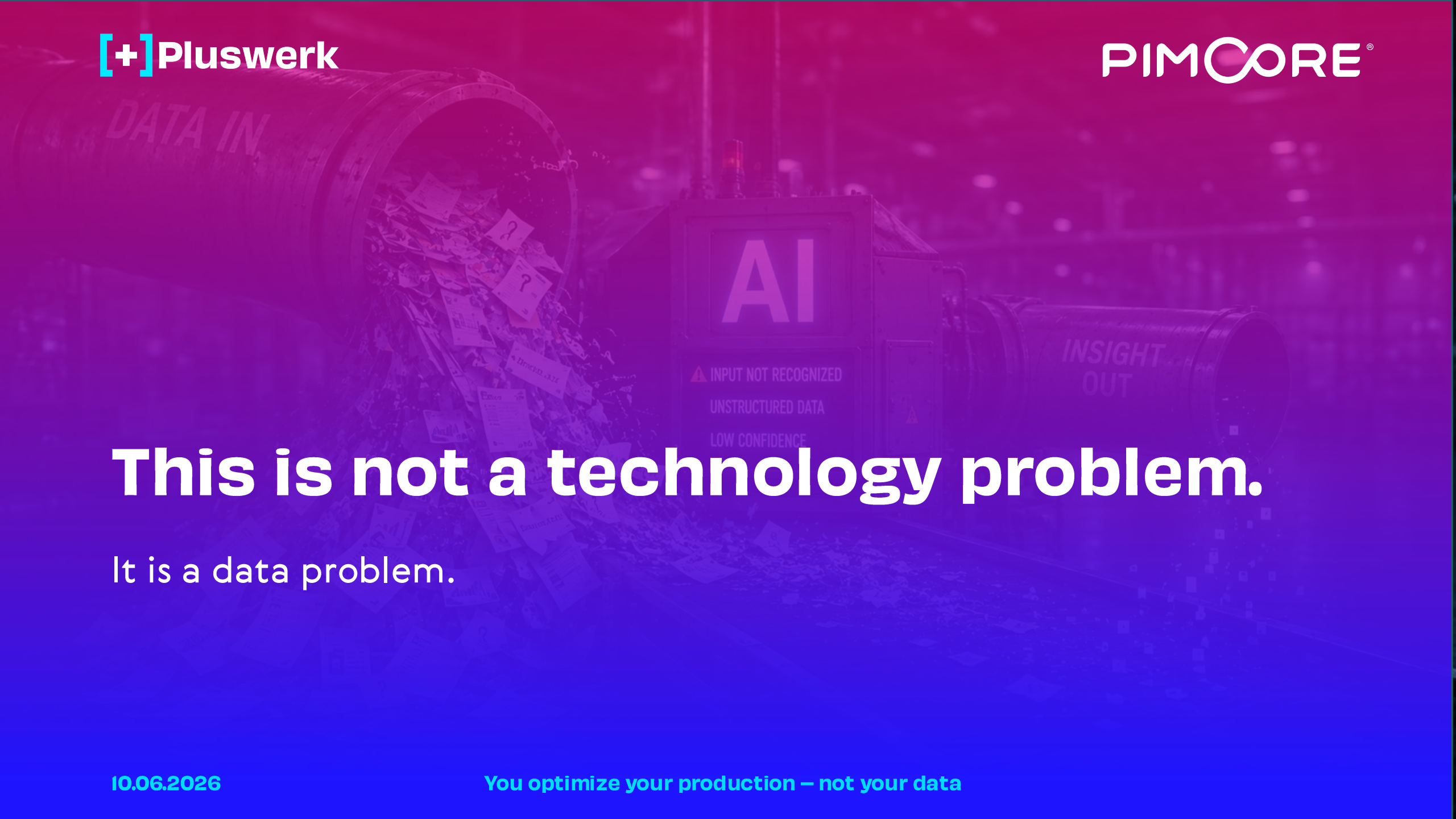
Why AI struggles in real environments





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This is not a technology problem.

It is a data problem.

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A shift in perspective

From **production optimization** → to **data control**

Instead of "How can we produce better?"

"Do we control the data behind our production?"

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What we see across industries

AUTO

Automotive

Data maturity 90 %

CHEM

Chemicals

Data maturity 78 %

F&B

Food & Beverage

Data maturity 70 %

PET

PET Industry

Data maturity 40 %

Not a PET-specific problem – but a PET-specific opportunity.

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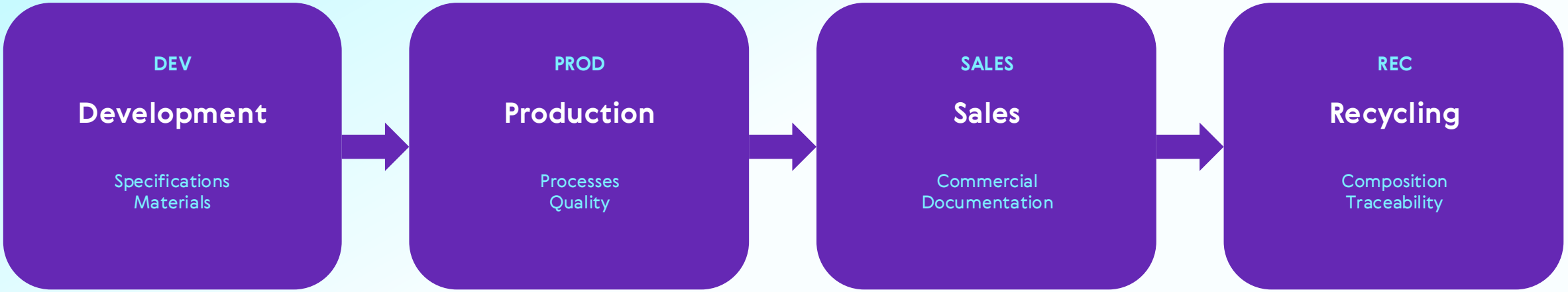
The full product lifecycle view



Data flow in reality:

Data must flow across all stages. In reality, it often doesn't.

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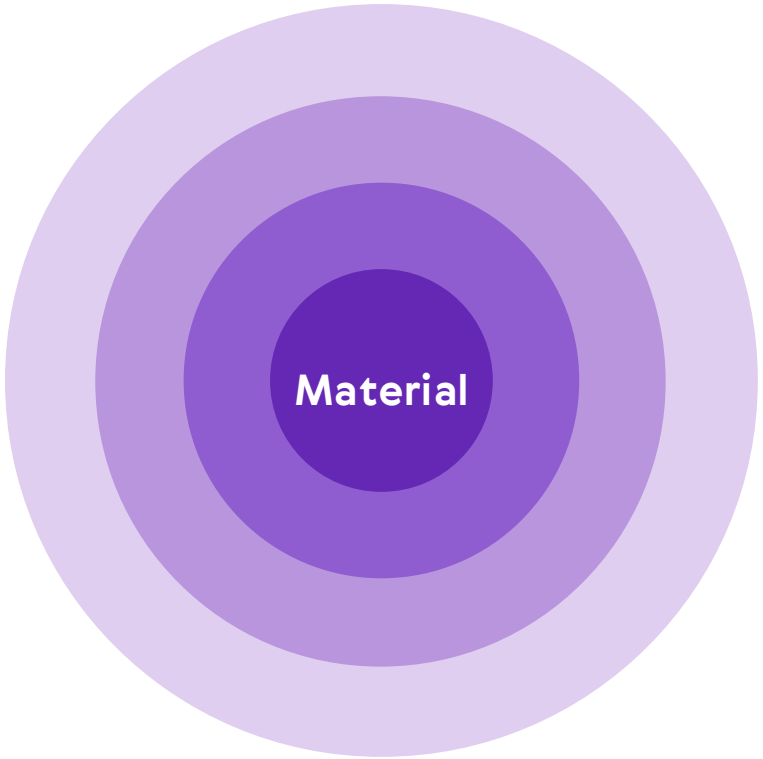
What a Digital Product Passport really needs



Compliance evidence
Certificates, test results

Processing history
Production, treatment, recyclate share

Origin & supply chain
Traceable across all tiers

Material composition
Verifiable down to component level

Verifiable down to component level

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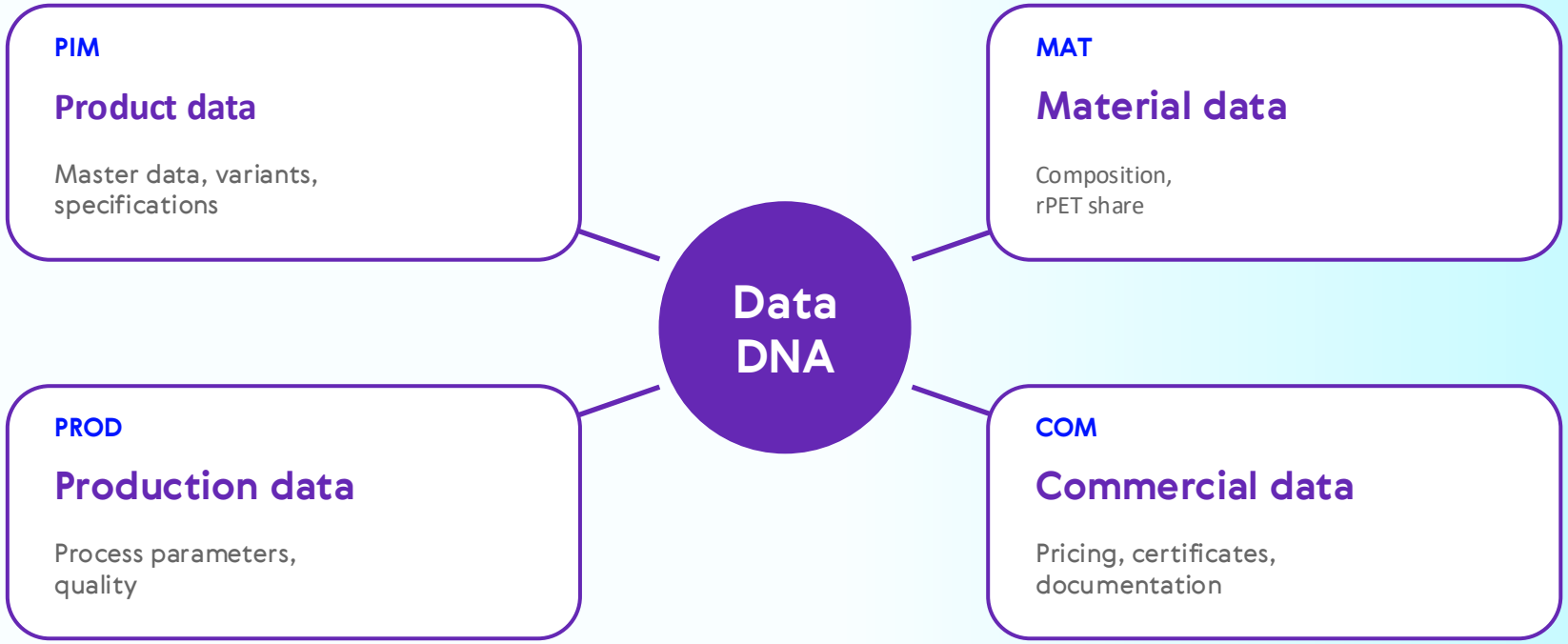
The concept: Data DNA



Consistent. Connected. Controlled.

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Practical example 3: From fragmented data to a controlled foundation

- Different sources. Different formats.
- Different owners.

Brought together. Structured. Made usable.

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What changes when data is under control

Today

- ✕ Manual work
- ✕ Long time-to-market
- ✕ Inconsistent touchpoints
- ✕ Growth costs effort
- ✕ AI stays in pilot

With data under control

- ✓ Automated data flow
- ✓ Faster time-to-market
- ✓ Consistent touchpoints
- ✓ Scalable processes
- ✓ AI-ready data foundation

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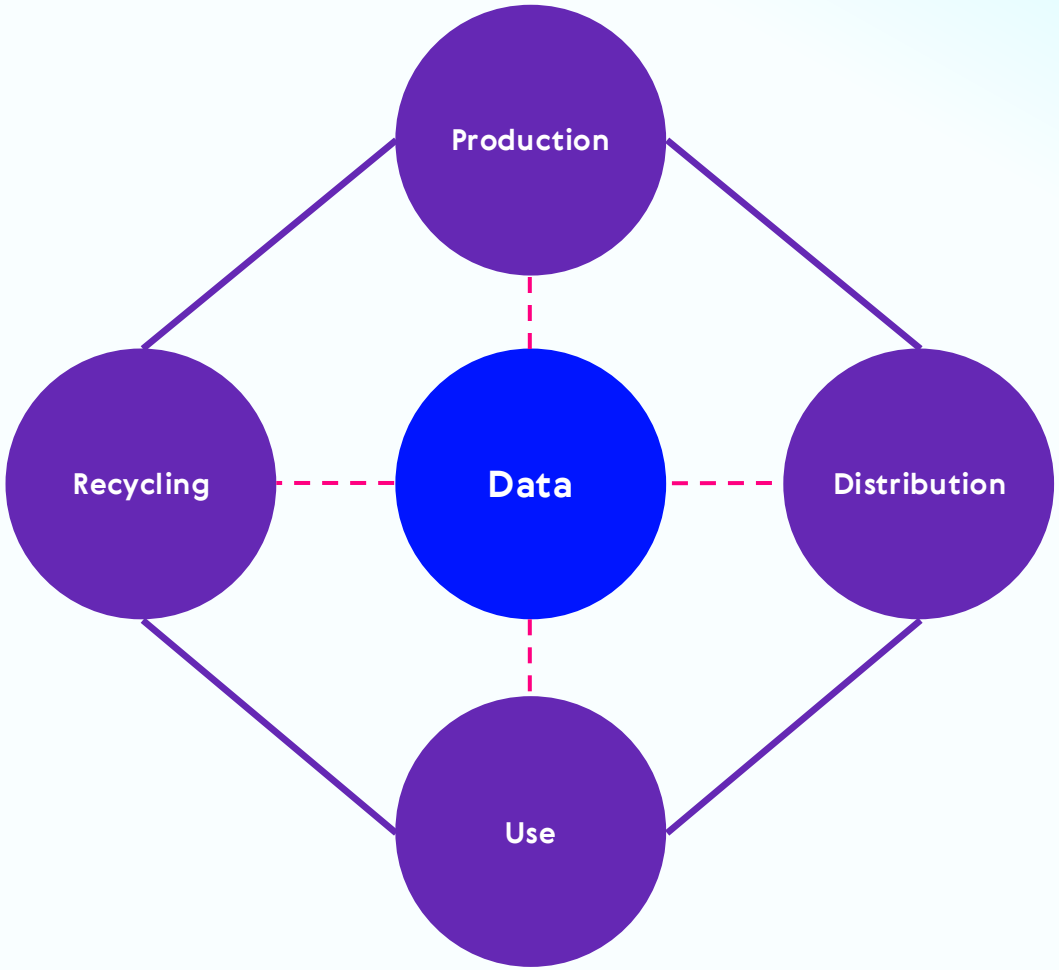
Circularity needs data – not just material



- **Traceability** of materials and components
- **Transparency** in ESG reporting
- **rPET-content proof** - auditable, not estimated
- **Verifiable sustainability claims**

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AI – now it really works

- **Automation** becomes possible
- **Predictive analytics** becomes reliable
- AI becomes **scalable** across the organization

From pilot to production.

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Data sovereignty is not an IT topic.

It is a core business capability.

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Three honest questions for Monday morning

01

Where does our master product data actually live?

And who owns it?

02

How fast do we answer the typical customer request?

Material, CO_2 and certificates – in under a day?

03

Would our data be AI-ready today?

If you started a use case tomorrow?

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Do you really control your product data?

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How we bring data under control

- **Product and material data** – unified in one platform
- **Experience data** – connected, not bolted on
- **Output-ready for DPP, PPWR reporting and AI use cases**

One foundation. Multiple regulatory and commercial answers.

Visit us at our booth

we'd rather discuss your data challenges than pitch you a product.

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If you fix your data –

everything else becomes easier.

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