INSQIN® partly bio-based PU-coatings: Moleskine® covers

INSQIN®

covestro

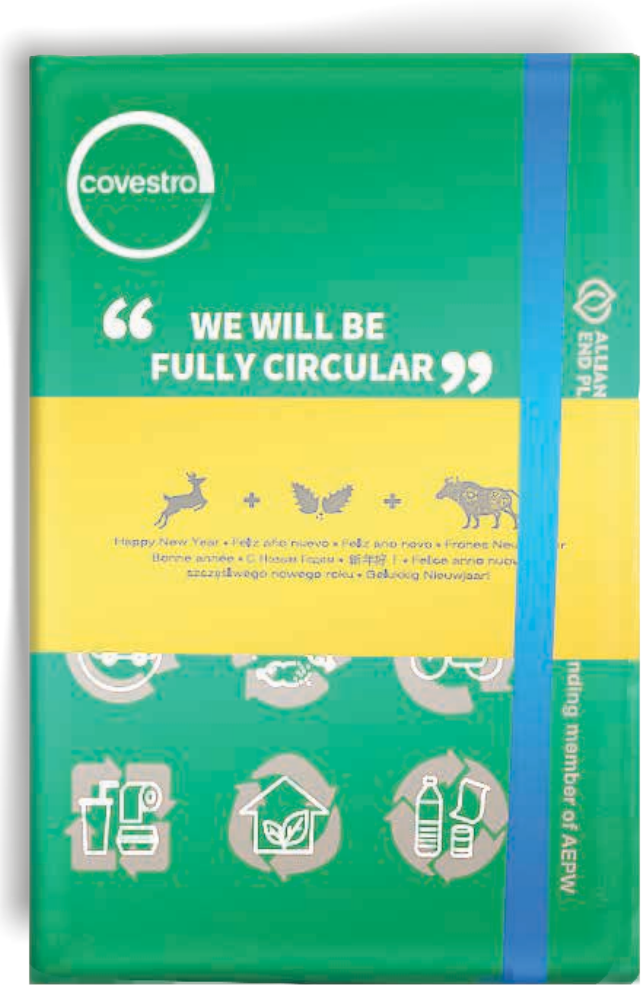
The Moleskine® notebook is a modern pocket classic.

Task: Make your ideas more sustainable with the Moleskine® notebook

The Moleskine® notebook is the heir and successor to the legendary pads used by artists and thinkers from Vincent Van Gogh to Ernest Hemingway. The FSC (Forest Stewardship Council) certified company already uses environmentally friendly acid-free paper, while also making use of our INSQIN® partially bio-based polyurethane coatings for its classic notebook covers. Our task was to enhance the circularity of the synthetic textile covers by bringing partly bio-based raw materials into the surface coating.

Challenge: Couple premium look and feel with more sustainable coating

With its signature elastic closure, a Moleskine® cover must exude quality and inspire creative notes. Partly bio-based polyurethane synthetics made with INSQIN® technology from Covestro yield a textile coating with a modern look, feel and excellent performance that also contributes to a more circular economy. The challenge was to retain or surpass the characteristic Moleskine® quality while lowering the environmental footprint of the cover coating even further.



Solution: INSQIN® partly bio-based PU: more sustainability with quality

The product is a Covestro-produced polyurethane dispersion made from approximately 50% renewable carbon content derived from non-fossil-based raw materials. By pairing this with our proven INSQIN® technology, Moleskine® and PU synthetics expert Hexin are now able to produce partly bio-based coatings for hard cover and soft cover notebooks. The coatings come with a lower carbon footprint without sacrificing quality or the classic Moleskine® look and feel.

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