

Formulated for extremes

Brazil's Amino Química is on a PU mission into the Middle East and Africa, sealing new distribution deals and delivering materials to the region's heat, scale and construction demands. **Steven Pacitti** reports

To the extreme: Amino Química claims that its portfolio of PU systems is suited to the Middle East





Environmental regulations and ESG expectations are becoming increasingly relevant worldwide, and the Middle East and Africa are no exception”

Carlos Silva, Amino Química

revised its strategy and decided to accelerate its entry into the Middle East market because of the great potential identified there. “The meetings held during the show were instrumental in shaping the strategic partnerships currently in progress,” said Carlos Silva, Amino’s CEO.

Although the name of the new distributor in Saudi Arabia has not yet been publicly disclosed, Amino explains that the portfolio includes silicones, amines, additives for flexible foams and foam bonding adhesives, along with technical and commercial support for various industrial sectors. The company’s international expansion, which has seen it move on from an export-on-demand strategy to a more diverse perspective on the international market, is focused on the Middle East and, because of the fast-growing construction sector in the region, allied to a strong demand for sustainable products and the significant size of these markets. These factors present opportunities for diversification and scalability.

“The sectors with the most potential include construction and flexible foams, with products such as thermal insulation systems, waterproofing solutions, self-levelling flooring and circular economy-oriented solutions like adhesives,” Silva said.

And this is where Amino claims its diversified portfolio of PU systems is ideally suited to the extreme demands of the region, both in terms of climate and technical requirements. In the construction sector, the company has developed self-levelling PU industrial flooring systems for areas with heavy vehicle or machinery traffic, as well as PU adhesives for bonding recycled rubber waste used in gym, playground and sports flooring. It also has waterproof and thermal coatings that withstand severe temperature fluctuations and chemical exposure.

“Additionally, we provide solutions for insulating roof tiles and panels with superior thermal performance, which are crucial for energy efficiency in regional buildings,” he said.

These products are not merely targeted at construction applications, however. For the automotive industry, Amino offers moulded systems for technical foams used in seats, headrests, panels, bumpers and steering wheels, all designed for thermal and mechanical resistance.

This is essential for vehicles exposed to extreme temperatures.

“We also supply formulations for automotive filters, with a focus on dimensional stability and chemical resistance, tailored to the region’s challenging environmental conditions,” he said.

In the furniture and mattress segment, flexible foam systems – including viscoelastic, hypersoft and high-resilience foams – ensure thermal comfort, proper ventilation, and durability in hot and dry climates. The footwear sector is supplied by Amino’s microcellular systems focused on lightness, comfort and wear resistance. “For the refrigeration sector, our PUR and PIR systems deliver high-performance thermal insulation, maintaining stability even in environments with large temperature swings, a key requirement for cold chain logistics in Gulf countries,” he said.

Building on up

Amino’s plant in Brazil has an installed capacity of 2kT/month, operating with Industry 4.0 processes. The company has not ruled out establishing a plant in the Middle East or Africa to better meet local demand, although the current focus remains on partnerships with distributors and agents. Amino completed its first sale to Egypt in 2024 and is currently in discussions with potential partners to distribute similar products, including PU systems adapted to the local climate and construction needs.

“Key factors in finalising a partnership include the partner’s technical capabilities, logistics infrastructure and alignment with local regulations,” said Silva. “A proven track record of serving key sectors like construction and flexible foams [is also important].”

If the company’s internationalisation strategy does ultimately lead to the construction of a new plant, then it is likely to focus both on manufacturing and R&D activities. The ambition would be to tailor products to the specific needs of the local market, develop new formulations and strengthen regional presence through logistical agility.

“Although they are distinct markets, there are notable similarities between the Middle East and Latin America, especially when it comes to extreme climate conditions,” Silva said. “However, key

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Meeting the demands of the Middle East construction sector, where intense heat and local materials require high-performance solutions, is undoubtedly a challenge and not one for the faint of heart. One company that is stepping up to the challenge is Brazilian chemical company Amino Química. It recently signed a distribution deal in Saudi Arabia and is also looking at one in Egypt, as part of an ambitious expansion into the region.

Speaking at the recent UTECH Las Américas show, the company called the UTECH Middle East event in 2023 a “key milestone” in this quest, as it not only enabled direct contact with potential distributors but also provided a deeper understanding of the region and its opportunities. Based on that experience, Amino

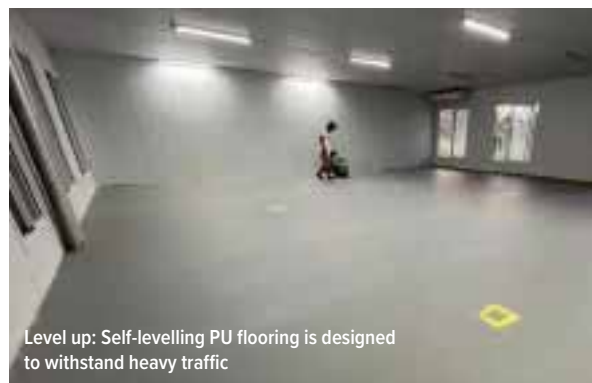


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differences must also be considered, such as local technical standards and specifications, and cultural practices that influence everything from negotiations to consumer behaviour.”

The Arab-Brazilian Chamber of Commerce played an essential role in shaping the company's strategic entry into the region by facilitating business connections, providing guidance on local regulations and sharing market intelligence. In addition, the partnership enabled an internal cultural immersion training for Silva's team, covering sociocultural, commercial and institutional aspects of the culture in Arabic countries. This preparation, he said, was critical to ensuring a respectful, effective and locally aligned approach.

“Environmental regulations and ESG expectations are becoming increasingly relevant worldwide, and the Middle East and Africa are no exception,” Silva said. “Governments and local businesses are paying more attention to sustainable practices across the value chain. Amino Química is aligned with these demands, offering solutions that reduce carbon footprint and promote circularity through



Level up: Self-levelling PU flooring is designed to withstand heavy traffic

waste reuse, lower VOC emissions and the use of renewable raw materials.”

Algeria, Morocco and Tunisia have also been mentioned as part of Amino's agenda going forward, and Silva admits that these are strategic markets because of the growth of their construction industries, and increasing demand for sustainable solutions. It is all part of the company's mission to be recognised as one of the most relevant players in the PU value chain in the MENA region within the next five to 10 years.

If the company replicates some of the

big construction projects it has completed in Brazil, then it'll be onto something very profitable in the Middle East and Africa. Silva explains that Amino has a strong track record of participating in large-scale construction projects in its domestic market.

“Recently, in partnership with a client in Brazil, we developed the largest pipeline inspection gauge (PIG) in Latin America, at an impres-

sive 3m tall,” he said. “The project, entirely moulded in PU, was a milestone for the sector and earned us the innovation award at FEIPUR 2024. It also demonstrated the versatility of PU in critical industrial applications.”

In addition, Amino continues to supply major infrastructure works, such as waterproofing systems for swimming pools in hotel chains, industrial floors for logistics centres and large-scale commercial parking areas. “These experiences reinforce the robustness and adaptability of our PU systems,” he said.

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