



# THE POTENTIAL OF BIOINNOVATION: DECOUPLING RESOURCE CONSUMPTION FROM ECONOMIC GROWTH: MAKE MORE WITH LESS

History has shown that economical growth always has an environmental impact: The more we produce and spend, the more we exploit our planet. A new approach is called for if we are to continue to prosper. Around the globe, forward-looking companies have discovered the unique potential of bioinnovation. From effective cold-water detergents to tomorrow's sustainable biofuels, their bioinnovation-driven solutions help minimize our environmental footprint. These companies challenge traditional thinking with feasible solutions that can reduce the steepening curve of resource consumption. It's all about making more with less.

## Rethink Tomorrow

With over 700 products used in 130 countries, Novozymes' bioinnovations improve industrial performance and safeguard the world's resources by offering superior and sustainable solutions for tomorrow's ever-changing marketplace. Read more at [www.novozymes.com](http://www.novozymes.com).