Digital and communicative approach "Status Next" by Covestro

**Press Release**

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Covestro AG

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Partner for practical and visionary coating and adhesive solutions

* Comprehensive portal with innovative topics for current and future material developments
* Lively meeting place for exciting digital collaboration with the coatings and adhesives sector and downstream industries
* Webinars on key strategic coatings and adhesives trends, overview of physical trade show appearances

The communicative approach "Status Next" of Covestro is a long-term strategy to offer solutions for current and future trends to customers in the coatings and adhesives sector as well as downstream industries. The [Status Next Studio](https://solutions.covestro.com/en/digital-event-space/status-next) platform combines partnerships along various value chains with innovative material and technology developments. On this platform, customers can discover three areas (Content Warehouse, Collaboration Suite and Event Stage) that are constantly evolving and thus always worth visiting online.

"In our studio, we offer solutions for current challenges, but also want to inspire our customers with visions for ambitious future goals. True to our motto 'Status Next,' we are our customers' partner in driving the circular economy in the coatings and adhesives industry to make our lives more sustainable," says Dickon Purvis, Head of Marketing in the Coatings and Adhesives segment at Covestro. "Only in close exchange with external stakeholders can we identify trends early on and offer products and technologies tailored to future requirements."

**In focus: circular economy, productivity and regulations**

For the coatings and adhesives sector, as well as downstream industries, the transformation to a circular economy is key to combating climate change and conserving resources. As a leading raw material manufacturer, Covestro is aware of the great responsibility it bears for optimizing these products so that they make an important contribution to the transformation as fundamental building blocks for coatings and adhesives formulations.

At the same time, it is important to maintain or even increase productivity at a high level to ensure growth and profitability in these industries. And last but not least, Covestro wants to support customers in complying with stricter regulations and standards, with the aim of improving occupational safety and industrial hygiene. For all these goals, the company has set up the Status Next Studio platform to ensure lasting and strong customer relationships in an increasingly digitalized world.

The spectrum of applications and industries for Covestro solutions is wide, ranging from future mobility, smart living and infrastructure development to sports and leisure, health and beauty, architecture and construction, printing and packaging. The [Status Next Content Warehouse](https://solutions.covestro.com/en/digital-event-space/status-next/content-warehouse) offers highlight topics and best practice examples on the aforementioned focus areas and industries.

**Webinars on key trends**

Covestro invites customers, partners and anyone interested to dive into the key trends impacting the world of coatings and adhesives. To this end, the company is offering three webinars in English on the following key topics:

*Circular Economy*

Tuesday, March 21, 2023, from 14:00 CET.

Register at <https://solutions.covestro.com/en/webinars/2023-03-21-circular-economy/?utm_medium=offline&utm_source=press_release&utm_campaign=ca_2023_status_next&utm_asset=26225&utm_content=status_next_q1_corp_press_release_ce_webinar_registration_page>

*Regulations*

Wednesday, March 22, 2023, from 14:00 CET

Register at <https://solutions.covestro.com/en/webinars/2023-03-22-regulations/?utm_medium=offline&utm_source=press_release&utm_campaign=ca_2023_status_next&utm_asset=26225&utm_content=status_next_q1_corp_press_release_regulations_webinar_registration_page>

*Productivity*

Thursday, March 23, 2023, from 14:00 CET

Register at <https://solutions.covestro.com/en/webinars/2023-03-23-productivity/?utm_medium=offline&utm_source=press_release&utm_campaign=ca_2023_status_next&utm_asset=26225&utm_content=status_next_q1_corp_press_release_productivity_webinar_registration_page>

In its [Status Next Collaboration Suite](https://solutions.covestro.com/en/digital-event-space/status-next/collaboration-suite), Covestro invites participants to further webinars on overarching and strategic coatings and adhesives topics for various industries, where participants can directly exchange ideas with experts from the company.

**About Covestro:**

Covestro is one of the world’s leading manufacturers of high-quality polymer materials and their components. With its innovative products, processes and methods, the company helps enhance sustainability and the quality of life in many areas. Covestro supplies customers around the world in key industries such as mobility, building and living, as well as the electrical and electronics sector. In addition, polymers from Covestro are also used in sectors such as sports and leisure, cosmetics and health, as well as in the chemical industry itself.

The company is committed to becoming fully circular and is striving to become climate neutral by 2035 (scope 1 and 2). Covestro generated sales of EUR 18 billion in fiscal 2022. At the end of 2022, the company had 50 production sites worldwide and employed approximately 18,000 people (calculated as full-time equivalents).

*Find more information at the* [*Covestro Homepage*](http://www.covestro.com/de)*.*

*Read our* [*Corporate Blog*](http://www.covestro.com/blog/de)*.*

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**Forward-looking statements**

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