

## Your Business ... Your Burlington

---

### **Media Advisory – Ontario innovation leads to greener Super Bowl and new jobs in Burlington**

While Canadians huddled in front of their television sets to watch US football's Super Bowl XLV championship back in February, few realized there was some Canadian content in Texas.

It's true: talent straight from Halton Region made it to the big game. Burlington's EcoSynthetix, a world leader in bio-based paper production technology, was a supplier for this year's Super Bowl program.

What's so special about EcoSynthetix?

In today's market the paper products we use every day — anything from flyers to product packaging — petrochemical-based polymers are the industry standard used in their manufacturing.

Polymers are the chemical coatings and binders that allow colourful graphics to stick to paper and cardboard boxes — the petrochemicals that make magazines glossy and cereal boxes bright and fun.

EcoSynthetix is quarterbacking a whole new way of producing these polymers, replacing those environmentally unfriendly petrochemicals with a carbon-neutral, renewably-sourced alternative.

With help from the Ontario government, EcoSynthetix is a company ready to tackle a global market expected to hit \$800 billion US by 2013 with sustainable, green materials.

Ontario is already a leading investor in the area of clean technology. Supporting innovative companies like EcoSynthetix is critical to Ontario's future economic success and to making sure that great ideas are turned into real jobs and globally-competitive companies.

Please join Minister of Research and Innovation, Glen Murray, and Kevin Flynn, MPP (Oakville) as they announce an investment in local innovation.

Date: Friday, April 8, 2011

Time: 3:00 p.m.

Minister Murray, MPP Flynn and company officials will be available for interviews.

Location: EcoSynthetix Inc.

3365 Mainway

Burlington, Ontario L7M 1A6

[Map](#)

Come and see how a local business, in partnership with the Ontario government, continues to invest in Halton Region and how Ontario is developing strategies for commercializing our home grown technologies to ensure our future growth and prosperity.

Media materials will be posted on [ontario.ca/innovation](http://ontario.ca/innovation) immediately after the announcement.

Visit the Ministry of Research and Innovation on [Twitter](#) and [Facebook](#).

If you would like more information, please do not hesitate to call me (416-326-7717) or my colleague Ralph Benmergui (416-314-7067).