

SOY-BASED PAINT COVERS OHIO STATE UNIVERSITY CAMPUS

When you head to The Ohio State University (OSU) and are looking for 1 of 36,000 possible parking spots, you could be pulling in between two lines that have been painted with a soy-based paint. Through collaborative efforts of the Ohio Soybean Council (OSC) and the soybean checkoff, OSU CampusParc and the Aexcel Corporation, some of those lines are helping shrink The Ohio State University's environmental footprint.



PHOTO PROVIDED BY BIOSTRIPE

BioStripe, manufactured by Aexcel, is the first waterborne traffic paint to be made with soybean oil, lowering the petroleum content and increasing sustainability. The United States Department of Agriculture recognizes the paint as a Certified Biobased Product in the BioPreferred Program as the use of soybean oil reduces Volatile Organic Compounds compared to petroleum based paints.

Aexcel specializes in the production of traffic paint and industrial coatings and according business development manager, Charlie Ackerman, they looked at BioStripe as a way to enter a different, environmentally conscious market.

“We’ve been looking for markets that are familiar with or understand the renewable resource type of paint. Often schools, parks, military and healthcare facilities will have a sustainability officer that is already looking at ways to be more green,” said Ackerman.

“It’s been fairly well received and holds up as well, if not better than, most other types of conventional traffic paints on the market. We’re currently targeting parking areas, but also going through the process to get BioStripe paint approved for roadway use.”

As a soy-based product, OSC naturally thought BioStripe would be a great fit for the parking lots at the College of Food, Agricultural, and Environmental Sciences at Ohio State. CampusParc, who leases and manages all parking facilities at Ohio State was excited to give it a chance. Last summer, two parking lots on the western side of campus were painted with BioStripe marking paint, including one at the Veterinary School. The university has placed signs in the lots letting people know it is a test area for soy-based paint, and made possible by OSC.

“We’re looking for ways to be green, and in the parking industry that can be hard, but we are always trying to do better for the environment and if we can promote crops that are grown in Ohio, it’s even better,” said Sarah Blouch, president of CampusParc.

Currently, latex paint is used but doesn’t hold up as well as the previous oil-based paints. Blouch is hopeful that the soy-based BioStripe paint will fare better or at least equal to the latex which will make it compelling to expand the use of soy-based paints next year. While a price comparison has not been completed, Blouch acknowledged they would likely consider paying slightly more for the soy-based product as long as it meets performance standards.

“We’re excited to see BioStripe marking paint added to the growing list of products made with soybeans. Parking lots and roadways are everywhere in this country; if widely adopted for use, the paint stands to help both the environment and the demand for Ohio soybeans,” said Gretchen Mossbarger, OSC board member and soybean farmer from Ross County.

THE BIOPREFERRED PROGRAM

BioPreferred is a USDA-led initiative that assists the development and expansion of markets for biobased products. The BioPreferred Program is transforming the marketplace for biobased products through two initiatives: mandatory purchasing requirements for federal agencies and voluntary product certification and labeling.

FOR MORE INFORMATION, VISIT WWW.SOYBIOBASED.ORG

Because of the potential for biobased products to create new markets for soybeans, U.S. soybean farmers have invested millions of dollars to research, test and promote biobased products. Much of this work was done through the United Soybean Board, which is composed of 73 U.S. soybean farmers appointed by the U.S. Secretary of Agriculture to invest soybean checkoff funds. As stipulated in the Soybean Promotion, Research and Consumer Information Act, USDA's Agricultural Marketing Services has

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