

### **Future Materials Group to Lead Sustainability Focused Advisory Sessions at Advanced Engineering 2021**

*18<sup>th</sup> October 2021, Cambridge, UK:* Future Materials Group (FMG), the award winning strategic advisory firm for the advanced materials sector, will exhibit at Advanced Engineering 2021. FMG will be hosting informal consultation sessions throughout the event, held on November 3<sup>rd</sup> and 4<sup>th</sup> at the NEC in Birmingham, UK, with a particular focus on leveraging a sustainability value proposition to develop growth.

With many industrial and transportation markets beginning to face regulatory updates requiring reductions in emissions and sustainability improvements, OEMs are starting to flow these requirements down through their supply chains as they look for support to meet industry carbon footprint targets.

Advanced materials have a key role to play for industries and companies working to achieve their new sustainability targets. In some cases, new sustainability technologies are completely reliant on new materials. For other applications new or existing advanced materials can provide a broad range of sustainability benefits:

- Reduce upfront manufacturing environmental impacts, for example by reducing greenhouse gas emissions or raw material usage
- Improve installation or transportation efficiency (e.g., through light weighting) and therefore reducing the environmental impact of the final installed product
- Enhance performance, such as by improving insulation properties
- Extend product life, reducing replacement and therefore lifetime emissions

FMG provides a deep understanding of the entire advanced materials supply chain, allowing the company to work alongside businesses developing powerful sustainability value propositions and strategies for their products.

The FMG team will be on hand throughout the show on stand P71 and is eagerly anticipating the restart of face-to-face trade show interactions at the UK's leading engineering sector forum.

Ends

#### **About FMG**

FMG is an independent strategic advisory firm specialising in the advanced materials and high value manufacturing sectors. Working globally, the company helps businesses at all stages of their development, from start-up to maturity, to create and increase value through accelerating and managing growth. [www.futurematerialsgroup.com](http://www.futurematerialsgroup.com)

#### **Media enquiries**

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