

inspiring stories #5

Interview with
Priscila Schmitz



Product

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Mexico

TN (USA)

**LIFE IN THE
FORMULA**

Colombia

Brazil

Argentina

We spoke with **Priscila Schmitz** and asked her to share her thoughts on what product sustainability really means. She didn't hesitate, saying it's all about "**life**". But there's a lot more to it than just that one word, it's a story about coming up with new ideas, being responsible, and how the choices we make when designing products can have a big impact.

“Sustainability is now seen as a way to improve design”

The science of better choices

For **Priscila Schmitz, managing the South America business at Lamberti’s site in Nova Odessa, Brazil**, means sustainability is more than just a topic of discussion. It’s something she deals with every day, whether it’s making technical decisions, working with customers, or coming up with solutions that meet performance goals while being responsible. This approach is essential to her work, as she strives to find a balance between what the business needs and what’s best for the environment. By making sustainability a part of her daily routine, Priscila is able to turn a concept into a reality, one that has a real impact on the company and the community. Having joined Lamberti nearly four years

ago, Priscila works at the intersection of business development, technology and customer support. Her role involves bringing new technologies to the South American market and helping customers identify the most suitable solutions for their applications. Working closely with product development teams, she helps transform the potential of raw materials into practical, market-ready solutions. In this context, sustainability becomes an integral part of decision-making.

“In my daily work, product sustainability means making technical decisions that consider not only performance and cost, but also environmental impact, safety, and lifecycle aspects.”

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A big change is happening in the industry. In Brazil, people are talking more and more about sustainability.

At Lamberti, teams are discussing how to use renewable materials, reduce emissions, and make processes more efficient. Sustainability is not seen as a restriction anymore, but as a way to drive innovation and improve product design. This shift in thinking is becoming more common, and it’s changing the way companies approach their work. As a result, sustainability is now a key part of the design process, and it’s helping to create new and better products.



In the photo: Rafael Silva – R&D – Technical Support // Fabiana Gasparini Costa – HR Manager // Priscila Karine Fuentes Schmitz – Surface Treatment Business Manager South America // Ozania Costa – Technical Marketing Manager // Renildo Borges De Carvalho – R&D Surface Treatment Manager // Sandro Solera – Textile Sales Manager

The bio-based advantage

For instance, a specific project really shows how this method can lead to actual outcomes. **Lamberti worked with a customer in Brazil to launch a new varnish called STRONG BIO-K1. This varnish was made using Esacote BIO 118, a special resin that has about 33% of its content coming from biological sources.**The project combined several objectives that are often viewed as competing priorities: **sustainability, performance and cost-effectiveness.**

The Esacote BIO 118 system provides a great balance between how well it works and its cost, making it a good choice for creating solutions that are better for the

environment. It has low VOC emissions, which means it releases fewer harmful chemicals into the air, and its overall impact on the environment is smaller. This makes it a more sustainable option.

The value generated by the project extended beyond sustainability metrics alone. The new formulation also improved performance within a one-component system while offering better application conditions for end users. The achievement reflects a broader principle that increasingly guides product development across the coatings industry: sustainability gains are most effective when they are accompanied by tangible performance benefits.



The company’s approach was also acknowledged by others. For example, in 2025, **Lamberti Brasil was honoured at the Paint & Pintura Innovation and Sustainability Awards**, which showcased their dedication to merging cutting-edge technology with eco-friendly solutions for the coatings industry. This recognition underscored the company’s efforts to make a positive impact on the environment while driving innovation forward. By combining these two key elements, Lamberti Brasil was able to demonstrate its commitment to a more sustainable future, and this award was a testament to their hard work and dedication in this area. What really matters to Priscila is when these solutions actually work in the real world and make a difference for the people using them.

Breaking old habits

Innovation is not just about technology, it’s also about changing the way people think and see things. Often, the biggest hurdle is getting people to shift their perspectives and adapt to new ideas.

In Brazil, one major obstacle is the traditional preference for systems that use solvents. Even though there’s a growing interest in being more sustainable, many areas still heavily rely on old technologies. This makes it tough to switch to newer, more environmentally friendly methods. As people become more aware of the need to be sustainable, it’s likely that this preference will start to change, but for now, it remains a significant challenge.

“These solutions actually work in the real world and make a difference for the people who use them”

Rather than attempting to overcome this challenge through theory alone, Priscila and her colleagues focus on demonstration, testing and collaboration.

“We addressed this through testing and close collaboration with customers, developing formulations that clearly demonstrate performance.”

When people actually try out solutions for themselves, their opinions can shift really fast. What matters most is how well something works. Things are looking up. We’ve seen some great results lately – lower VOC emissions, better sustainability, happy customers, and consistent performance. But what’s really exciting is that these successes have paved the way for even more innovative solutions and given us the momentum we need to keep moving forward with new sustainable projects.

This progress depends heavily on collaboration. **Developing sustainable products requires balancing technical, economic and environmental considerations simultaneously.**

Research and Development, Production, Procurement, Suppliers and Customers all play essential roles in the process.

Priscila points to stakeholder involvement from the earliest stages of development as one of the most effective practices for creating successful outcomes.

“We recently helped a customer make a big change by switching from a solvent-based flooring solution to a water-based one, which worked for both matte and glossy finishes.” This change not only helped the environment, but it also made the product better for the people using it.



Life after solvents

Priscila is looking to the future and she thinks there are lots of chances for things to get even better. In places like Brazil, people are getting more interested in trying new things instead of using the old ways that aren’t as good for the environment. This is great news for water-based and bio-based technologies, and it could be a big help for them to grow and expand. The opportunity for Lamberti lies in continuing to develop high-performance solutions with a lower environmental footprint while maintaining the balance of performance and cost-effectiveness that customers require.

“I believe our role in the industry is to develop solutions that meet today’s needs without compromising the future.”

For Priscila, sustainability becomes meaningful when translated into practical outcomes. Replacing solvent-based systems with water-based alternatives can reduce odours, improve application conditions, lower VOC emissions and contribute to healthier environments for the people who use those products every day.

When asked what the word “Product” means to her, she offered an answer that captures the spirit of both her work and the wider goals of sustainable innovation.

“Life.”

When we think about making products more sustainable, it’s not just about the materials we use or how well they work. It’s about creating things that will help keep our planet healthy, make sure people are safe, and give the next generation a better world to live in.