

— IN COLLABORATION WITH PROSPECTOR® · 2 JULY 2026

How chemical commercial teams are turning AI into *commercial results*

What's possible, and how to get there.



kimia



Solutions

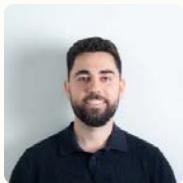


Who this is for

If any of these sound familiar, you are in the right place:

- You have been handed a mandate to 'do something with AI' and you are not sure where to start
- You have something live — a chatbot, a search tool — but it is not delivering commercial value
- You have not committed to a direction yet and want a framework before you do

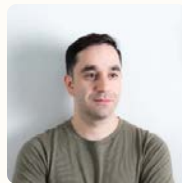
YOUR PRESENTERS



Sadra Boutorabi

COO, Kimia

Sadra Boutorabi is a founding member at Kimia, an AI platform for the chemical industry, turning institutional knowledge into revenue growth. Sadra leads Kimia's customer and go-to-market functions, working directly with customers while bringing 15 years of experience in enterprise software and business transformation, including previously co-founding NameScan.



Sajjad Azami

CTO, Kimia

Sajjad is a co-founder of Kimia, an AI platform for the chemical and industrial supply chain, where he leads product and engineering. With over 10 years of experience in machine learning and deep learning, he combines deep technical expertise with hands-on product leadership as the company's CTO, driving the development of Kimia for enterprise customers.

AGENDA

In the next 45 minutes

01 The problem: why product discovery and technical data are broken in chemicals

02 AI and what's possible now: the form factors that work, and how to approach them

03 The five stages of AI maturity, and how to think at each stage

04 Live examples: Prospector and Bostik

05 Q&A

QUICK POLL

Where does your organisation sit right now?

Select the option that best describes your current state.

A We have talked about AI but nothing is live yet

B We have something live internally (search, Q&A tools)

C We have something live externally (customer-facing)

D AI is connected to our commercial workflows (Existing customers & new buyers are connected to our AI and AI is connected to our institutional knowledge)

SECTION 1

The *problem*

It is not an AI problem.

— THE PROBLEM

Most chemical organisations don't have an AI problem

The data exists. The models exist. The vendors exist.

What is missing is the connective tissue — between technical knowledge, customer interactions, sales workflows, and commercial systems.

They have an operational integration problem wearing an AI costume.



Customers ask in applications. The industry answers in attributes.

A buyer arrives with a problem: "I need something that bonds low-surface-energy plastic, survives autoclave cycles, and cures at room temperature."

The industry answers with a catalogue: product names, viscosity ranges, and a folder of datasheet PDFs.

For decades, a human expert has translated between the two. The application chemist. The senior rep. The distributor's product specialist.

That translation layer is where deals slow down, stall, and quietly die.

 THE SCARCE RESOURCE

The bottleneck is technical expertise, and expertise doesn't scale

Take a PhD chemist with twenty years of experience. Ask them to handle every customer inquiry, qualify every lead, send the right documents, compare every alternative. Most commercial problems in the company would get solved.

There aren't enough of those people. The ones who exist are expensive, pulled across too many things, and time-bound.

Every commercial workflow in a chemical company is queued behind the same few brains. Their attention is the actual scarce resource.

Each product is a small universe of data

- A single specialty product carries hundreds of attributes and is surrounded by tens of documents: TDS, SDS, certificates, application notes, regulatory files
- Most of that data was made to be printed on paper and exchanged at trade shows. It was never designed for systems to consume
- So it sits in silos. CRM, ERP, PIM, regulatory, marketing. Each tool works in isolation because product data cannot flow across them
- The industry manages this complexity with tooling built for commodities: the same way a retailer manages a catalogue of t-shirts

Manufacturers and distributors hit the same wall



MANUFACTURERS

- TDS/SDS scattered across regional sites
- Product knowledge in senior chemists' heads
- Distributor portals not updated since 2019
- Marketing site that requires a PhD to navigate



DISTRIBUTORS

- Supplier docs pulled together in spreadsheets
- Reps emailing for the latest spec sheet
- Technical questions go to whoever knows the product
- New SKU onboarding takes months

THE SAME WALL

You can tell where an organisation sits by the language they use

“

The information is spread all over the place.

ON INFORMATION

“

The knowledge is trapped.

ON KNOWLEDGE

“

When people retire, the knowledge leaves with them.

ON PEOPLE

Direct quotes from conversations with manufacturers and distributors. The organisations that said them had already invested in AI.

— THE KNOWLEDGE RETIREMENT PROBLEM

Around 30% of the chemical industry's workforce is over 50 and due to retire within the decade

In some European markets, the figure is closer to 38%. Enrolment in the engineering disciplines that replenish it keeps falling.

30%

of the chemical workforce is over 50



38% in some European markets, as the replenishing talent pool shrinks

SECTION 2

AI & what's *possible now*

The tooling finally caught up to the problem.

— WHY NOW

What changed

The problem is decades old. The tooling is what changed.

For the first time, AI can read, understand, and work with unstructured, complex product data: the datasheets, the certificates, the application notes, the corrections that live in an expert's head.

Complexity that used to be simplified away, or handled manually by scarce experts, can now be handled by software.

— A CRITICAL DISTINCTION

Useful is not the same as *dependable*

General-purpose AI tools are great.

But there is a critical difference between a tool that is helpful and one that is reliable enough to influence a real commercial decision.

"In technical sales, a confident-sounding wrong answer is worse than no answer. It propagates through internal comms, gains undeserved credibility, and can damage deals, create rework, and undermine trust."

TECHNICAL QUERY

Sales engineer → AI

"Can adhesive **TDS-4471** bond to glass substrates?"

AI

"Yes — TDS-4471 forms a **durable structural bond to glass**, ideal for load-bearing assemblies."



Confident, credible — and wrong

TDS-4471 does not bond to glass. The answer still lands in a customer email, gains credibility, and damages the deal.

What's actually running in the field today

Customer-facing technical advisors

A visitor describes their application and gets specific products with cited technical backing, then moves to a sample or quote instead of a contact form

Internal sales assistants

Reps recommend across the full portfolio with citations, instead of only the products they personally know

Document workflows

TDS and related documents generated from a single source of truth instead of assembled by hand

Request capture

Sample and RFQ requests flow into a tracked pipeline instead of inboxes

Commercial signal

Every interaction leaves behind data: which applications, which regions, which unmet needs are showing up

These exist in production in the chemical industry today. The live examples later in this session are two of them.

The issue is not the model

Many tools use identical foundation models beneath different interfaces. This is why two products on the same model behave completely differently. The difference lives in three layers:

01 — DATA LAYER

*Chemical
knowledge*

What information the system accesses, what constraints it respects, how current it is.

02 — PLATFORM LAYER

*Validation &
reasoning*

Source ranking, validation, business logic, uncertainty handling, whether experts can be involved when confidence is low.

03 — APPLICATION LAYER

*Surface &
workflow*

Does it understand the actual workflow? Does it surface approved alternatives, trigger sample requests, route questions for approval?

How to approach it

Start with one commercial workflow that creates measurable value fastest. Prove it. Expand from there.

The data will never be clean, and waiting for clean data has a cost: the leverage forgone the entire time. Data gets better through use, so the workflow is the cleanup mechanism.

Evaluate anything, built or bought, on real field questions rather than demos:

- Does it produce correct answers on messy, multi-constraint questions from the field?
- Does it behave consistently when the same question is asked differently?
- Does it ground answers in the right sources and cite them?
- Does it refuse honestly when evidence is weak, instead of guessing?

SECTION 3

The *five stages*

A maturity framework for chemical manufacturers and distributors.

The 5 stages of AI maturity in chemicals

— THE GAP Most organisations believe they are at Stage 3. Most are at Stage 2.



Stage 1

Document digitisation

Information exists but cannot be found or operationalised. TDS, SDS, and certs are online and searchable by tag, but nothing understands the chemistry. Think product finder.



Stage 2

AI knowledge access

Documents are searchable. Workflows are unchanged. A chatbot or semantic search answers a question and cites the source — then the answer just sits there. Nothing downstream changes.



Stage 3

Commercial workflow enablement

E.g. The AI resolves to a named product and drops a sample or RFQ into a tracked pipeline — instead of handing the customer back to a contact form.



Stage 4

Connected commercial intelligence

AI improves commercial decisions, not just individual tasks. Aggregated questions reveal demand, churn risk, and cross-sell patterns — which applications and regions are heating up.



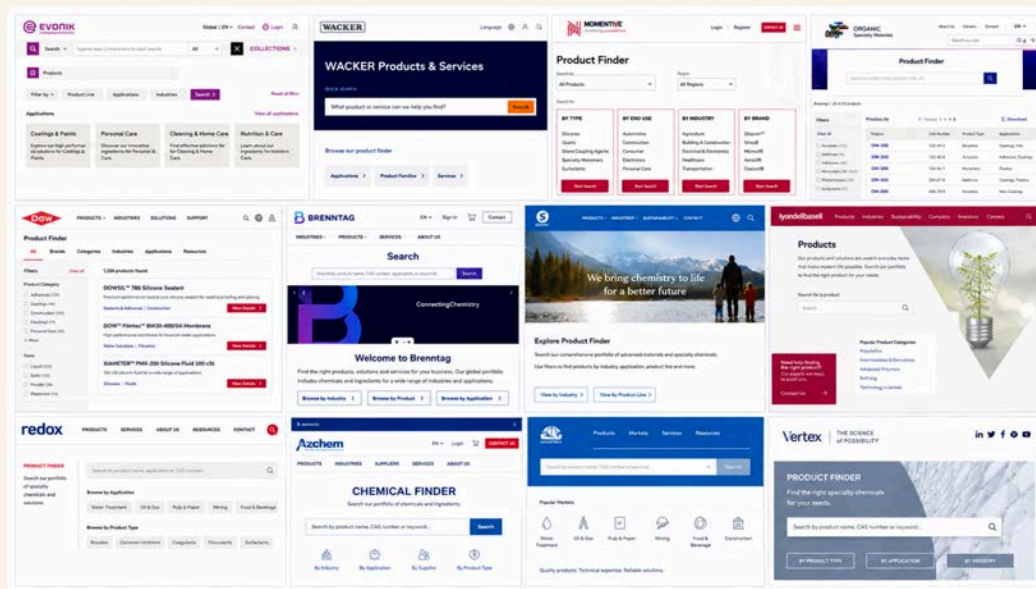
Stage 5

Institutional intelligence infrastructure

Continuously improving. A retiring expert's knowledge lives in the system, every interaction sharpens the next answer, and regulatory risk is flagged before customers ask.

Digitised documents

E.g. product finders & tag-based search — the most common form of Stage 1 today.



STAGE 2 OF 5

Stage 2 — AI knowledge access

Where most 'AI mature' chemical organisations actually sit.

- A semantic search layer bolted onto the document repository
- A chatbot on the website, or an internal Q&A tool
- Retrieval gets faster. Self-service improves.

And then — nothing else changes.

AS

Anna Schmidt

Account Manager - Coatings

Do you have products with peel strength on PP at 60 °C, REACH-compliant, ≥ 7 N/mm?

**Product Intelligence**

Powered by Kimia



- **Chemotil 400** holds 8.2 N/mm peel strength on PP at 60 °C, and is REACH-compliant.

SOURCE OF DATA

Chemotil 400 — Technical Data Sheet

REACH registration dossier

Lab report #4471

The Stage 2 trap

The organisation gets faster at finding information — without getting any better at operationalising it.



Workflows stay disconnected

Answers arrive faster, but nothing downstream changes.



Customer interactions evaporate the moment they end

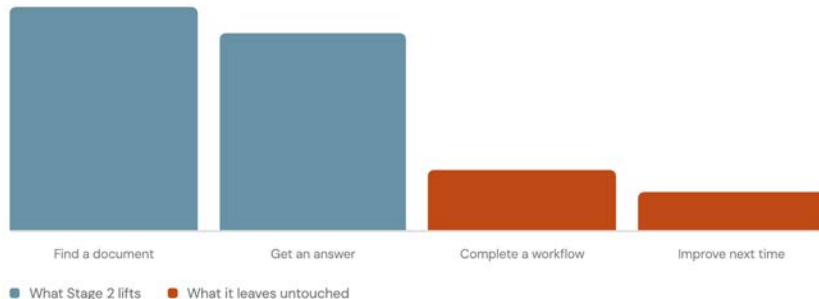
Every customer conversation is lost as soon as it closes.



The AI is informational, not operational

It retrieves. It never acts, and never improves.

— WHERE THE VALUE STALLS



“ If your AI strategy can be summarised as ‘we made our documents searchable,’ you are at Stage 2. That is a feature, not a transformation.

SECTION 4

How to *think* at each stage

STAGE 1–2

If you're at Stage 1–2: the move is operational, not informational

Three questions to locate yourself honestly.

If the answer to all three is no, that is Stage 2, and that is fine. The move to Stage 3 looks like: agents that answer with cited technical responses and resolve to products, requests that flow into a tracked pipeline, and experts freed from the same 40 questions to work on the high-value 5%.

01

Does your AI resolve to a product recommendation, or hand the customer back to a form?

RESOLUTION

02

Do customer interactions generate any commercial signal after they end?

SIGNAL

03

Are your technical experts spending less time on repetitive questions than 12 months ago?

EXPERT TIME

Where it compounds: Stages 4–5

CONNECTED INTELLIGENCE (STAGE 4)

- Which distributors and suppliers generate demand rather than just volume
- Churn signals before they surface
- Cross-sell patterns from real customer questions
- Aggregate questions as competitive intelligence

INSTITUTIONAL INFRASTRUCTURE (STAGE 5)

- Customer interactions continuously sharpen recommendations
- Institutional knowledge moves from three senior experts into the infrastructure
- Regulatory exposure flagged before customers ask
- Portfolio decisions run on demand signal

— THE REAL TEST

The real test of AI maturity is not whether AI can *answer questions*.

It is whether customer, distributor, and supplier interactions become measurable, reusable, and operationally connected to commercial workflows.

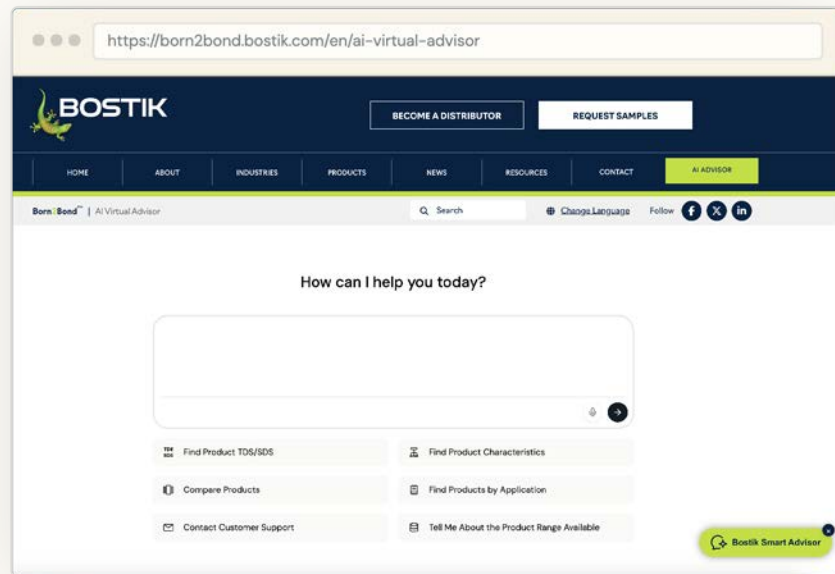
SECTION 5

Live *examples*

What this looks like in practice

Conversational product discovery across a large catalogue: a customer describes the application, and the system resolves to specific products with cited technical backing — instead of handing them back to a search box.

born2bond.bostik.com/en/ai-virtual-advisor



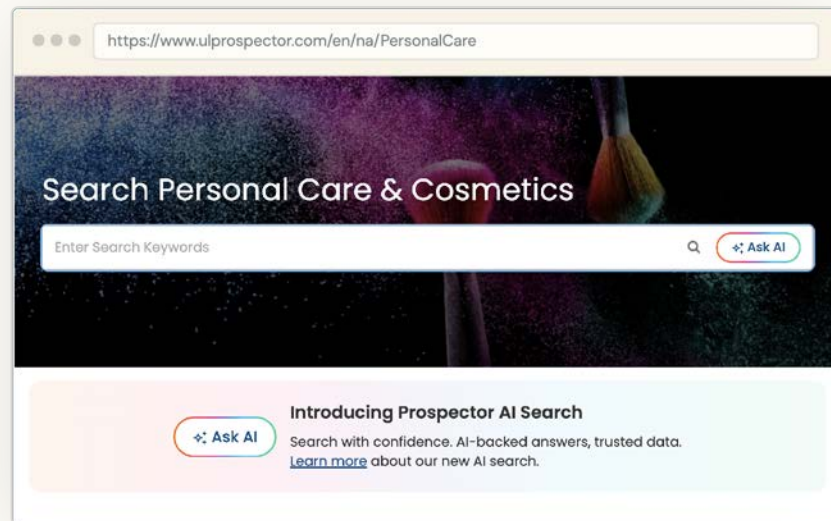
— IN COLLABORATION

Kimia + Prospector[®]

Kimia and Prospector[®], working together to bring AI commercial intelligence to the chemical industry.

Live in Personal Care & Cosmetics

ulprospector.com/en/na/PersonalCare



— THANK YOU

Questions

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