

**PRESS RELEASE**

**At Plast 2023 in Milan, Sirmax recycled plastic brings the Arper "Aava 02" chair to life.  
The Pauda-based plastics company has collaborated with the design brand to create a  
range of durable, light, and sustainable chairs.**

*At the International Plastics Fair (Hall 9, booth C146) Sirmax also announced the renaming of two strategic business units: Sirmax New Life and Sirmax Biocomp.*

*Milan, September 5-8, 2023* – Sirmax Group collaborates with Arper to create a sustainable design collection. Sirmax, which is based in Cittadella (Padua) and specializes in the production of polypropylene compounds, technopolymers, post-consumer compounds, and bio-compounds for various applications, has helped create the new "Aava 02" seating line. This line was conceived by Finnish designer Antti Kotilainen for Arper, an Italian brand known for design excellence.

The line comprises chairs made from post-consumer recycled plastic combined with virgin polypropylene. This combination results in extremely durable, versatile, lightweight, and sustainable furniture. At the Plast 2023 international trade fair held in Milan from September 5-8, which brings together the most important players in the plastics and rubber industry, the Sirmax Group will showcase "Aava 02" along with its wide range of thermoplastic resin compounds. This display will allow visitors to explore the potential of regenerated plastic from post-consumer sources.

Plast 2023 will also provide an opportunity for Sirmax to unveil the Group's new names. The decision has been made to change the name of the Group's bio-compound production to Sirmax Biocomp, while the plastic production business will be known as Sirmax New Life.

**From waste to designer furniture: The chair by Sirmax**

Sirmax is exhibiting at Plast in Hall 9, Stand C146. The centerpiece of the exhibition will be the "Aava 02" chair created for Arper, a brand synonymous with design excellence. This chair was previously displayed last spring at Milan's Salone Del Mobile. "Aava 02" represents an evolution in the sustainability journey of both Sirmax and Arper. A custom thermoplastic compound incorporating post-consumer material primarily from flexible and rigid food packaging was used for this project. This new recycled, fiberglass-reinforced polypropylene, combined with virgin plastic from the Sirmax Green Isoglass line, is incredibly strong and durable, without compromising on high-quality finishes and colors. The different color variants contain different percentages of post-consumer recycled material – up to 40% in the darker range. On average, 12.3lbs (5.6kg) of waste is used to produce 10 chairs.

Post-consumer recycling lies at the core of Sirmax's efforts. Substantial investment in research and development aims to create recycled plastic with the same characteristics as virgin plastic. This process starts with color, which is one of the most challenging aspects. Recycled plastic, like paper, tends to be darker in coloring than virgin plastic. The "Aava 02" chair is a significant achievement, showcasing excellent color gradation achieved from post-consumer material. This accomplishment embodies a production path that begins with waste and culminates in design excellence.

*"We are proud of the collaboration with Arper, a company dedicated to excellence and an outstanding partner," states Sirmax Group President and CEO Massimo Pavin. "While our core business focuses on the home appliances and automotive sectors, we have always kept an eye on the Made in Italy furniture industry. Thanks to Arper, we are able to solidify our commitment to high-end design, and we are thrilled to present the first outcome of this partnership: The 'Aava 02' chair."*

By prioritizing post-consumer plastics, "Aava 02" helps reduce the amount of plastic waste in the environment, promoting a truly circular design. This approach not only minimizes plastic in landfills, but also makes a significant contribution to the circular economy.

*"Sustainability holds a central role in our strategic vision both as a brand and as a company," comments Claudio Checchin, Arper R&D Director. "When designing a product, we are committed to applying any innovative insights to the development processes, consistently seeking better solutions to lessen our impact. Aava 02 reimagines the Aava seat through innovative post-consumer recycled plastic. In Sirmax, we have discovered an invaluable partner who is always looking for creative and functional solutions, and who shares our values and sustainability goals. These are goals that Sirmax actively pursues, supported by significant investments in transitioning from a linear to a circular economy."*

## Changing names to better identify Sirmax Group's businesses

Another crucial development involves the recent restructuring of the Group's nomenclature. This change aims to enhance clarity across the Group's diverse production sectors and provide a distinct identity to the Group's wholly owned subsidiaries. SER, responsible for post-consumer recycled plastic products, is now known as Sirmax New Life srl, while Microtec, engaged in the production of compostable bio compounds, has become Sirmax Biocomp srl. Through this alteration, the Group aims to bolster its presence in light of the automotive industry's growing demand for products with minimal recycled content and the increasingly stringent regulations surrounding packaging.

**President Pavin** elaborates on this decision, stating, *"We have made and continue to make investments in the bio and recycled sectors. Plast 23 offers an opportunity to introduce these new names within the Group. Our objective is to enhance the transparency of our business units to the market. In doing so, we are able to further amplify the efforts of the Sirmax Group in the recycled and bio product segments."*



### **The Sirmax Group**

*The Sirmax Group, with headquarters in Cittadella (Padua), is the leading independent European manufacturer, and among the top global manufacturers, of polypropylene compounds, engineering polymers, post-consumer compounds and bio-compounds used across all sectors: Automotive, household appliances, power tools, electrical & electronics, construction, and furniture. Active since the 1960s, today Sirmax boasts 13 production plants: Six in Italy (Cittadella, Tombolo, Isola Vicentina, San Vito Al Tagliamento, Salsomaggiore Terme, and Mellaredo di Pianiga), two in Poland (2006-2019), one in Brazil (2012), two in the US (2015-2020) and two in India (2017). Sirmax also has a sales office in Milan, Italy, and other branches in France, Spain, and Germany. Sirmax has acquired significant market shares in Europe, North and South America and Asia, and has become a global player on the international market. Among its clients are Whirlpool, Bosch-Siemens, Electrolux, Karcher, Philips, Honeywell, ABB, Technogym, Stellantis, Volkswagen Group, Daimler, De' Longhi, Haier, BMW, and Audi. In 2022, the Sirmax Group had a turnover of €501 million and employed 850 people worldwide.*

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