

PRESS RELEASE

Sirmax Presents the "Naturally Inspired" Material Series: Sustainable Thermoplastic Granules for the Furniture Sector at Milan Design Week 2024's Materially Now Space

Milan, April 15, 2024 – Plastic stands as a pivotal element in material sustainability. While recycling serves as the initial step towards product innovation, the current focus lies on upcycling — the process of transforming plastic waste into something of greater value than its original form.

Sirmax, a company based in Cittadella (Padua), has been producing thermoplastic granulates for all types of applications for sixty years. It processes virgin and recycled plastic, creating formulations based on precise customer requirements. The company produces ready-to-use compounds for applications in the appliance, automotive, electrical, furniture, and accessories sectors.

Thanks to the integrated recycling and compounding process that takes place within its plants, Sirmax is able to process post-consumer plastic waste through the stages of sorting, washing, and shredding. Additionally, it can ennoble waste by adding mineral fillers or reinforcing fibers until it becomes a material ready for the production of durable goods.

The thermoplastic resins produced by Sirmax are high added-value materials that transform packaging waste – which arrives at the plants as a low-value raw material from urban waste sorting – into structural or aesthetic components that are stronger, better performing, and have a lower carbon footprint. By way of example, pasta packaging, spreadable cheese tubs, and yoghurt pots can be transformed, through Sirmax's finishing process, into raw materials that can be used for car dashboards.

By elevating recycled plastic to a higher quality level through upcycling, Sirmax achieves comprehensive product sustainability. This integration into durable goods reduces the reliance on virgin raw materials, thereby decreasing CO2 emissions and diminishing the consumption of fossil resources.

To provide a tangible illustration of this concept, Sirmax will showcase a range of distinctive products named 'Naturally Inspired' within the Materially Now space at Design Week 2024. These products are designed to emphasize a unique aesthetic effect. Through precise pigmentations and carefully calibrated concentrations of recycled materials, Sirmax has formulated granules capable of evoking the natural characteristics of elements found in nature, such as sand, stone, or marble, once molded into the desired artifact.

The materials showcased, obtained through an upcycling process, intentionally highlight their recycled content, effectively communicating the concept of sustainability to consumers. They are crafted from a PP (polypropylene), ABS, or PC (polycarbonate) polymer base, with customizable finishes available upon request. Many of these materials were specifically conceived to meet the needs and preferences of designers and planners in various sectors including automotive, furniture, electrical, and electronics. Sirmax's adaptability to diverse technical requirements allows for this compound to be molded for an extensive range of applications. There are no limits to the imagination!

Sirmax's production process and the exceptional quality of its products will be showcased in a presentation led by Leonardo Forner, Sustainability Manager of Sirmax Group. The presentation will take place on Wednesday, April 17th, at 12 noon, followed by a discussion at 5:30 p.m. in the Congress Area of Materially Now.



Sirmax Group

Sirmax Group, with headquarters in Cittadella (Padua), is Europe's leading independent 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, Sirmax now 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 & South America, and Asia, and has become a global player on the international market. Sirmax employs 850 people and had a 2022 turnover of €501 million.

www.sirmax.com

Press Office:

Katy Mandurino - Studio Mandurino - km@studiomandurino.it - M. +39 335 7680682

Leonardo Forner - Sirmax Group - lforner@sirmax.com - T. +39 049 944 1120 - M. +39 342 5094508