

PRESS RELEASE

SIRMAX GROUP DEVELOPS MATERIALS FOR TECHNOGYM'S RECYCLED PLASTIC COMPONENTS IN THE NEXT-GENERATION EXCITE FITNESS LINE

The use of these alternative materials leads to an average CO₂ reduction of 50% compared to virgin materials

Thanks to its features, the Excite line is among the five finalists for the "PRSE Award," at the Plastics Recycling Show Europe 2024 in Amsterdam

Amsterdam June 19-20, 2024 – **Sirmax Group**, Europe's leading manufacturer of thermoplastic granules for various applications, has **developed materials for Technogym**, a world leader in fitness, wellness, sports, and health products. These materials are used to make the **recycled plastic components of Technogym's new generation of Excite fitness equipment**.

Technogym's Excite line, which includes seven products (Excite Run, Excite Synchro, Excite Bike, Excite Vario, Excite Recline, Excite Climb, and Excite Top), is a market leader in sustainability, as well as design and technical features. Thanks to the materials supplied by Sirmax, the environmental impact of these machines was significantly reduced right from the design stage. **In some components, such as casings, virgin material was replaced with GREEN ISOTER[®], an ABS-based thermoplastic resin produced by the Sirmax Group. GREEN ISOTER[®] contains 60% raw material from the mechanical recycling of household waste and electrical and electronic equipment (WEEE) and holds the Second Life Plastic from Separate Waste Collection (*Plastica Seconda Vita da Raccolta Differenziata*) certification awarded by the Italian Institute of Plastics (*Istituto Italiano Plastici*).**

The use of this raw material allows for the recovery of an average of 7kg of plastic per item produced – plastic that would otherwise be destined for landfill or incineration. Instead, it is recovered and repurposed into high value-added materials. **According to internal studies conducted by Sirmax, this alternative results in an average CO₂ emissions reduction of 50% compared to using 100% virgin materials.** Moreover, the Human Powered version of Excite requires no electricity or batteries to operate its 10-inch LCD touchscreen, which includes built-in Wi-Fi[®], Bluetooth[®], and innovative content.

In general, the new environmentally sustainable material (containing 60% recycled content) makes up as much as 70% of the total materials used.

"The supply of these innovative components to Technogym adds new dimensions to the research and use of high-performing, recycled materials," comments Leonardo Forner, Sirmax Group Sustainability Manager. "At Sirmax, the real technological challenge is not just material creation and formulation – we also have to make sure its aesthetic performance during molding meets the high standards required by

the different machines. Through this collaboration, we can effectively show the market our Group's commitment and investments in the customized design of innovative and sustainable materials, following the principles of the Circular Economy."

The updated version of the Excite line is being presented to the public at this year's edition of PRSE – Plastics Recycling Show Europe 2024, one of Europe's most important plastics and rubber trade fairs, held on **June 19-20 in Amsterdam**. Excite Run, the high-tech treadmill that offers 13% more running space while occupying 30% less space and provides real-time biofeedback, will be representing the full Excite line. Visitors can also experience the Excite Bike, at booth C62.

Due to its innovative features, the **Excite line is among the five finalists for the "PRSE Award," which recognizes achievements in the use of recycled materials, product design, and manufacturing.**

Technogym

Founded in 1983, Technogym is a leading global fitness, wellness, sports, and health brand. Technogym offers a complete ecosystem comprised of connected smart equipment, digital services, workout content, and apps, enabling users to access a fully personalized workout experience anywhere and anytime: at home, in the gym, and on-the-go. Technogym operates in 100 countries with more than 2,500 employees. Over 70 million people work out with Technogym equipment in 100,000 wellness centers and 500,000 private homes worldwide. Technogym has been named the Official Supplier of the Paris 2024 Olympics for the ninth time, following Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012, Rio 2016, Pyeongchang 2018, and Tokyo 2020. It is the brand of choice for training world champions.

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 turnover of €501 million in 2022.

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