

# FACT SHEET

CHINAPLAS 2023, Shenzhen, China, April 16, 2023

## CONSUMER GOODS

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### OVERVIEW

Today, plastics play a crucial role in the consumer goods market. With a rising proportion of middle class consumers and an increasingly urban population worldwide, plastics suppliers are continually seeking to deliver high-quality, high-performance and visually-aesthetic material solutions that can be used to create durable, light and stylish products. At the same time, material solutions providers are under increasing pressure to reduce their carbon impact by finding energy efficiencies, improving energy sourcing practices, and reducing emissions across the entire value chain. With these challenges in mind, it is essential for solution providers to offer a holistic approach that enables customers to not only meet the needs of consumers today, but also their needs tomorrow in a more resource-tight and environmentally savvy world.

SABIC offers a comprehensive portfolio of tailor-made polymers and a selection of sustainable and circular material solutions designed to meet these challenges and current megatrends for functional, safe and aesthetic consumer goods and home appliances.

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### INDUSTRY LANDSCAPE

From the global perspective, the market for consumer goods and lifestyle products is growing rapidly, propelled by an expanding global middle class. The explosion of consumer goods and smart devices in the market is placing unprecedented demands on the materials needed to make these components and products.

Looking towards China itself, many observers are optimistic about the country's growth prospects in 2023. At the same time, Chinese consumers are increasingly placing a premium on sustainable products. To support customers in addressing these trends, materials providers need to be at the forefront of material innovation, providing material technologies that help customers adapt to rapidly growing and evolving consumer markets both globally and domestically.

SABIC's advanced polymer and engineering thermoplastic solutions help create high-performance and stylish products that meet industry regulations while maximizing recyclability. Some of the solutions are also part of the TRUCIRCLE™ program, which aims to close the loop on used plastic. Through these circular innovations, SABIC is giving manufacturers access to more sustainable materials that give end-consumers greater confidence about buying products with the knowledge that the material can be recycled and repurposed, or that it has been produced in a way that can help protect our planet's natural resources.

### SABIC SOLUTIONS FOR CONSUMER GOODS

- **Eyewear application** made with LEXAN™ certified renewable Polycarbonate (PC) – part of the company's TRUCIRCLE™ portfolio and services, amorphous engineering thermoplastics characterized by a high level of mechanical, optical, electrical and thermal properties. Based

on SABIC's cradle-to-gate peer-reviewed LCA study, use of SABIC's LEXAN™ polycarbonate resin can potentially result in reductions in carbon footprint of up to 61% and fossil depletion reduction of up to 35%. SABIC and POLYRAY, an innovative leader in the eyewear lens industry announced their collaboration for the use of SABIC's certified renewable LEXAN™ polycarbonate in the lenses of several eyewear end applications such as sunglasses, safety glasses and sports goggles.

- **Mattel toys made with certified renewable polymers** based on bio-based feedstock from **SABIC's TRUCIRCLE™ portfolio**, offering the same high quality and purity as virgin material, and are ISCC PLUS mass balance accredited. Mattel is the first company in the toys market to work with SABIC in a mass balance approach designed to return second-generation renewable feedstock into high-quality new plastic applications. The partnership directly supports Mattel's goal to achieve 100% recycled, recyclable or bio-based plastic materials in its products and packaging by 2030. First products of this joint initiative are MEGA™ BLOKS and Matchbox toys using certified renewable PP polymers from SABIC. MEGA BLOKS Green Town is the first-ever toy line available at mass retail to be certified carbon neutral.
- **Luggage: SABIC® PP PCR T5G01M** polymer offers >50% PCR content that has been certified by GRS and well accepted by brand owners. Benefit from advanced formulation, SABIC PP T5G01M shows better mechanical properties compared to virgin grade and could be one-stop solution without dry blend. Furthermore, SABIC may offer customized PCR solution from its PP portfolio based on our customer's requirements.
- **Foam used for furniture and leisure: SABIC® POLYOL and ISOCYANATE** offers cost effective production of flexible Polyurethane foam for the furniture industry. Flexible foam can be recycled in rebounded foam used for furniture and leisure.
- **STAMAX™ PP 40YM240 long glass-fiber reinforced compound used for industrial fans** offers excellent mechanical performance, high stiffness and strength, good acoustic performance, as well as low creep resistance.