

# FACT SHEET

PLASTINDIA 2023, New Delhi, INDIA, Feb 01, 2023

PlastIndia is an international plastics exhibition and conference where national and international exhibitors present their new products and technologies. It works as a platform for buyers and sellers, joint ventures, etc., enhancing business prospects, strategic alliances, and technology transfer

---

## CONSUMER GOODS

### OVERVIEW

A growing global population combined with a rapidly increasing middle class is driving rapid expansion in the appliances and consumer goods industry. Plastics play an important role in the manufacture of consumer goods as well as small and large home appliances, which have become ever-present in our daily lives. In view of a rising middle class in an increasingly urban population worldwide, manufacturers are continuously striving to create stronger, lighter and more durable products offering excellent aesthetics, greater functionality and higher performance along with sustainable energy and resource efficiency. SABIC offers a comprehensive portfolio of tailor-made polymer portfolio and selection of sustainable and circular material solutions to meet these challenges and megatrends for functional, safe and aesthetic consumer goods and home appliances.

---

### INDUSTRY LANDSCAPE

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. They need to be safe and sustainable, stylish and durable, light and cost-effective, and of course compliant with industry regulations.

Our advanced polymer and engineering thermoplastic solutions help manufacturers in the consumer goods and lifestyle industries to create stylish products that meet industry regulations, high-performance and aesthetic requirements whilst maximizing recyclability.

In addition, SABIC's TRUCIRCLE™ solutions encompass the company's circular materials and technologies, including certified circular polymers from the advanced recycling of mixed used plastic, certified renewable polymers based on bio-based feedstock, including new polycarbonate (PC) from bio-based feedstock. The offering also includes design for recyclability, mechanically recycled products using post-consumer recycled (PCR) content and mechanically recycled ocean plastic, which can help, remove valuable use plastic from oceanic waterways or adjacent shores; closed loop initiatives to recycle plastic back into high quality applications and help prevent valuable used plastics from becoming waste. SABIC's certified circular polymers are based on a mass balance accounting approach according to ISCC PLUS, validating the feedstock content from advanced chemical recycling of mixed plastic waste and contributing to the mitigation of fossil depletion.

### SABIC SOLUTIONS FOR CONSUMER GOODS

### Reduce waste

One of the most effective means of reducing waste is the use of durable yet lightweight applications designed for lower material consumption, longer life, reusability, and recycling.

- **Lunch Boxes:** Made with SABIC® PP polymer, lightweight food containers are compliant with food safety standards and make a significant contribution to waste reduction. It offers:
  - Good flow behaviour combined with fast crystallization, enabling shorter cycle times leading to higher productivity.
  - Phthalate-free solutions and outstanding organoleptic performance
  - Good mechanical property resulting in superb top load performance for high stack ability, leading to lower transport and storage costs
  - Also available from certified renewable material from bio-based feedstock, offering the same high quality and purity as competitive fossil-based virgin PP and helps reduce CO<sub>2</sub> emissions by an average of 4 kg per each kilogram used while cutting fossil depletion by up to 80%.
- **Air Cooler:** Air coolers are crucial during India's hot summers. SABIC offers a wide range of SABIC® PP Compound polypropylene homo and copolymers grades aim to offer very good balance of stiffness and heat resistance. They also enable achieving lower part thickness thus potentially lower cost. Talc filled PP compound products are widely used in HVAC systems, air cooler fan blades, housing/body, water tank, blade and stand.

### Circular solutions

SABIC's certified circular polymers are based on a mass balance accounting approach according to ISCC PLUS, validating the feedstock content from advanced chemical recycling of mixed plastic waste and contributing to the mitigation of fossil depletion.

Solutions using mechanically recycled ocean plastic which can help remove valuable use plastic from oceanic waterways or adjacent shores.

- **Computer mouse:** A 2022 Edison Awards Silver winner, Microsoft's Ocean Plastic Mouse, has an exterior shell made from SABIC's XENOY™ PC/PBT resin that contains 20% recycled ocean plastic. The collaborative solution supports the customer's commitment to achieve zero waste by 2030 and helps reduce ocean plastic. The material satisfies the demanding Microsoft quality standards while even doubling the initial target of 10 to 20% recycled content by weight in the external shell of the mouse. [Read more.](#)

### Renewable feedstock

SABIC's certified renewable solutions from its TRUCIRCLE portfolio are produced from bio-based feedstock, offering the same high quality and purity as virgin material, and are ISCC PLUS mass balance accredited. As drop-in solutions for replacing fossil-based materials, enhance the renewability of consumer products while reducing their environmental footprint, preserving product quality without impact on processing and maintaining the recyclability of the application.

- **Toys:** 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. A cradle-to-gate lifecycle analysis has concluded that each kg of SABIC's bio-based resins reduces CO<sub>2</sub> emissions by an average of 4 kg as compared to fossil-based virgin alternatives, while at the same time cutting fossil depletion by up to 80%. [Read more.](#)

### Consumer appeal & function

Beyond sustainability, many consumer goods must also meet strict safety regulations while providing enhanced aesthetic appeal and function.

- **Water Bottles/ Baby Bottles:** SABIC® PP QRYSTAL random polymer solution offer high transparency, aesthetics with high purity for consumer safety, enabling faster cycle times due

to lower processing temperature compared with standard materials, leading to up to 15% energy saving. In addition, these products comply with the food safety standard and can be delivered as certified circular polymer version from SABIC's TRUCIRCLE™ portfolio. SABIC's Certified Circular polymer uses a feedstock from mixed plastic waste to make a virgin polymer to create, recyclable, reusable packaging that contributes to plastic waste reduction.

- **Yoga Mat:** The global sports and leisure equipment industry is projected to grow significantly in coming years with a boom in e-commerce sales of sports equipment. This market growth is due to factors such as an increased awareness amongst consumers of the importance of adopting a healthy lifestyle, consumers who at the same time are looking for solutions that are sustainable. Low weight, convenience, and endurance, combined with structural strength and good aesthetics, are key properties required for products used for these applications. SABIC's polymeric foams play an important role to address many challenges faced by the industry, such as light weighting, cushioning, softness, impact resistance and durability. SABIC® EPDM is one of the materials can be used for yoga mat that offers outstanding resistance to ozone and weather, good resistance to heat, oxidation and ageing, and outstanding compression set. [Read more.](#)
- **Footwear:** Footwear, and especially sports shoes and casual shoes, is a growing global business. New concepts and differentiated designs are of huge importance to brand owners in a saturated market. SABIC has dedicated foam solutions for footwear – both sports shoes and casual. FORTIFY™ COHERE™ and SABIC® EVA resins are light weighting solutions that can enhance consumer comfort, with good cushioning properties and enhanced aesthetics. [Read more.](#)