

SABIC AND MSI

RAIDER GE68HX GAMING LAPTOP

CYCOLOY™ RESIN

CUSTOMER CHALLENGE

MSI is one of the leading gaming laptop brands in the world. MSI was looking for a PCR (post-consumer recycle) mechanically recycled solution to meet their design requirements and the company's sustainability goals.



GOOD MECHANICAL PROPERTIES

SABIC SOLUTION

MSI requires a material solution with strong mechanical properties, good aesthetics and flexibility in design.

SABIC's CYCOLOY™ T3RC7230P (PC/ABS) resin from our Electrical and Electronics portfolio, meets these mechanical property requirements and is now used in the bottom cover of MSI's Raider GE68HX gaming laptop.

Containing up to 30% PCR content UL certified, SABIC can enable MSI to produce cost-effective solutions with a quick lead time and a similar performance as virgin resin.

The innovative partnership between SABIC and MSI can help create applications that are made to last, promoting the use of sustainable materials along the value chain.



DESIGN FREEDOM



CIRCULAR ECONOMY/ CIRCULAR SOLUTIONS



COMPETITIVE



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