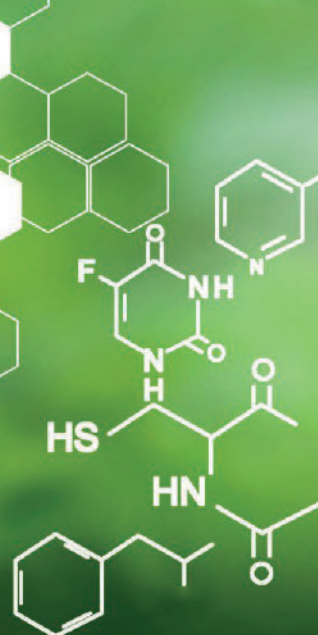




imballaggialimentari.eu



REMAXIGEL



REINVENT THE MATERIAL

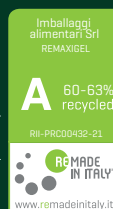


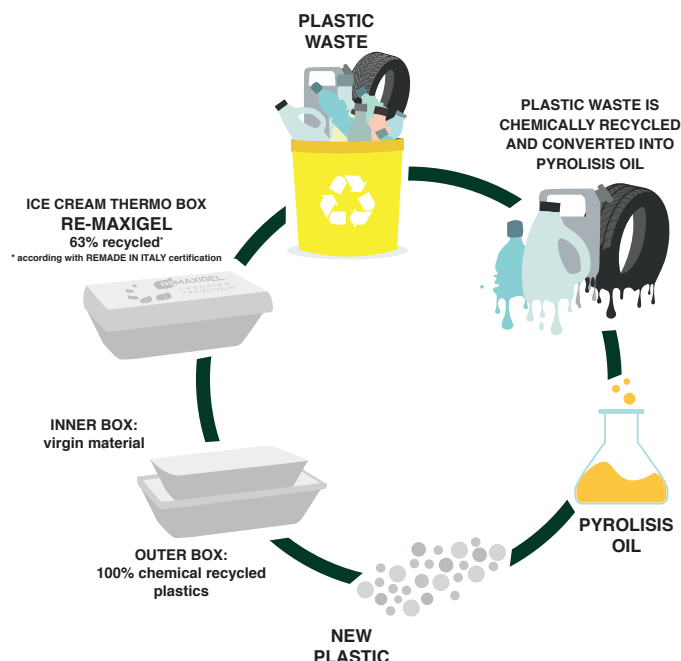
With the chemical recycling, plastic waste is converted into pyrolysis oil. This oil is used to produce Styropor® Ccycled™ for producing our ice cream thermo boxes. The recycled portion is allocated to Styropor® Ccycled™ using a mass balance approach.

PRODUCED WITH STYROPOR®



Certified product





TECHNOLOGICAL BUT ALWAYS CAREFUL FOR THE ENVIRONMENT

Imballaggi Alimentari is today one of the leading companies in the industry of food packaging.

As a matter of fact, since its first days, many resources and time have been invested in production and sales of food packaging, introducing several product lines that allow the company to offer its customers many different solutions for their packaging's needs.

During its development process, the company decided to extend its business strategy following the ever-increasing demand for innovative but, at the same time, environmentally sustainable products. To provide their customers with a wider range of packaging, the Imballaggi Alimentari group invented the first and unique ice cream take away box in the world based on recycled plastic.

IMBALLAGGI ALIMENTARI

RE-MAXIGEL: RECYCLED* AND RECYCLABLE

* BASED ON CHEMICALLY RECYCLED PLASTIC

The first ice cream thermo box derived from post-consumer plastic waste, that in turn is totally recyclable. A big step towards sustainability from a company that has always been attentive to the environmental issues.

Thanks to substantial investments in R&D, aimed to conceive food packaging more and more environmentally sustainable, Imballaggi Alimentari created the first ice cream take away box based on recycled plastic waste with food contact. And that is not all: Re-Maxigel in turn, can be thrown away into the plastic waste bin to be newly regenerated, thus creating an endless circular economy.

This take away box range is the result of a careful and dedicated work that allowed the company to recycle and revalorize waste plastics that, until today, were hardly recovered and recycled.

Re-Maxigel is a totally sustainable product, and that is the reason why it has been certified Remade in Italy®, for being able to combine the respect of the environment with the concept of Made in Italy.

Using Styropor® Cycled™ (chemically recycled plastics) for ice cream thermo box not only reduces the carbon footprint by at least 50%, compared to conventional packaging, but also keeps our ice cold. Today Re-Maxigel is made with 63% recycled plastic, but our goal that we are working on is to get to 100%.

A NEW LIFE FOR PLASTIC

Styropor® Cycled™, the raw material for our Re-Maxigel packaging, is based on chemically recycled post-consumer plastic waste. Here are the main processing steps: 1. In a thermochemical process called pyrolysis, the plastic waste is converted into pyrolysis oil, which is fed in at the beginning of BASF's production and thus partly replaces fossil raw materials.

2. At the end, a mass balance approach is used to assign the recycled content to the end products. 3. The Cycled™ products do not differ in quality from conventional Styropor® packaging made from fossil raw materials. On the contrary: they have the same properties and thus can be used for food applications. Additionally, the CO₂ footprint is lower as well as the consumption of fossil resources. 4. After the use, Re-Maxigel can be thrown in the plastic bin with other plastic waste*.

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*please check the rules of your country