

Sustainable packaging, less waste: KURARAY POVAL is providing knowledge and materials for the CEFLEX initiative and recycling drive in Europe

KURARAY POVAL is joining Kuraray's EVAL and Plantic business units and getting involved in the CEFLEX consortium to build a more efficient circular economy. New webinar on biodegradable barrier coatings based on EXCEVAL AQ-4104.

Hattersheim, November 10, 2020. Every year, industry around the world produces 78 million tonnes of plastic packaging. Only 14 percent of this is recycled according to the Ellen MacArthur Foundation, a UK-based organization that promotes the circular economy. More than 180 companies from various sectors worldwide have therefore come together in the CEFLEX consortium to significantly increase the proportion of flexible food and non-food packaging that is recycled in Europe. KURARAY POVAL is the initiative's latest partner. Kuraray is a global speciality chemicals producer with European headquarters in Hattersheim, Germany. The KURARAY POVAL PVOH business is the third Kuraray business unit to become involved in this initiative - along with the EVAL EVOH business unit and the Plantic brand of bioplastics. EXCEVAL AQ-4104, a biodegradable PVOH coating raw material marketed by KURARAY POVAL, is a unique solution that greatly improves the recyclability of packaging materials.

“The CEFLEX consortium offers us the opportunity to work with our customers in the packaging and food industries to develop high-performance packaging materials that are easy to recycle. That enables us to make a key contribution to reducing packaging waste and protecting the climate and our environment,” says Heiko Mack, Head of POVAL Business at Kuraray. As a leading speciality chemicals producer, Kuraray supplies starting products for high-performance, recyclable packaging for a wide variety of applications. “One example is our PVOH coating EXCEVAL AQ-4104. This ethylene vinyl alcohol copolymer, which is biodegradable in water, gives packaging materials such as plastic and paper an excellent barrier to oxygen, grease and oil. As it is an aqueous solution, coatings are easy to apply. Since it does not contain chlorine or solvents, it meets the stringent requirements for direct food contact uses.”

Save the date: At 2 p.m. CET on Tuesday November 11, 2020, Kuraray is running a webinar on the use of EXCEVAL in the packaging industry: “Sustainable Barrier Solution Flexible Packaging”. Participation is free. Click here to register: <https://www.kuraray-poval.com/de/translate-to-deutsch-web-seminars>

A strong initiative for a sustainable circular economy in Europe

The cross-sector CEFLEX consortium was founded in 2017 to create an efficient and sustainable circular economy for flexible packaging in Europe: from collecting used packaging, sorting and reprocessing the materials to developing materials and recycling them in packaging. Today, about 180 companies - including raw material producers, converters, brand owners and recycling firms - are working together on solutions for a circular economy. Kuraray's EVAL and Plantic business units are already part of the CEFLEX initiative. Now Kuraray POVAL is joining too.

Recyclable materials for high-performance packaging

Building on its expertise, speciality chemicals producer Kuraray is contributing materials, especially for the development of new recyclable starting products. "Barrier coatings based on our PVOH brand EXCEVAL and extrudable EVOH products from our EVAL brand are high-performance materials for demanding packaging solutions. In addition, Plantic is a high-tech barrier film produced from up to 80 percent renewable raw materials," says Heiko Mack. "Thanks to our close and direct collaboration with users in the packaging sector, we can tailor our high-performance materials even more precisely to the needs of the industry. Together, we create packaging that maintains the flavour and quality of food and is also optimized for the circular economy."

Captions/source of photos: Kuraray



[Photo 1] Working for climate protection and the environment: "We market Exceval AQ-4140, a strong, biodegradable barrier coating that allows the development of high-performance packaging solutions with a very good recycling profile," says Heiko Mack, Head of the POVAL Business at Kuraray. "In the CEFLEX consortium, we work closely with users in the packaging and food industries, so we can tailor our high-tech materials even better to their needs."



[Photo 2] Recyclable packaging: 78,000 tonnes of packaging are produced every year but only 14 percent is recycled. The CEFLEX consortium aims to bring about a massive increase in the proportion recycled. Kuraray's EVOH business unit EVAL and its bioplastic brand Plantic have been involved in this European initiative since 2017. Now the PVOH business unit Kuraray POVAL is joining them.

About Kuraray

Established in 1991, Kuraray Europe GmbH is based in Hattersheim, near Frankfurt am Main, Germany. In 2019 the company generated annual sales of EUR 661 million. It has more than 700 employees in Germany at its sites in Hattersheim, Frankfurt and Troisdorf. Kuraray is a global speciality chemicals company and one of the largest suppliers of industrial polymers and synthetic microfibres for many sectors of industry. Examples are KURARAY POVAL™, Mowital®, Trosifol® and CLEARFIL™. Kuraray Europe also has around 200 employees at six other European sites. They are also working on the development and application of innovative high-performance materials for a wide range of sectors, including the automotive, paper, glass and packaging industries, as well as for architects and dentists.

Kuraray Europe is a wholly owned subsidiary of the publicly listed Kuraray Co., Ltd., which is based in Tokyo, Japan, and has more than 11,100 employees worldwide and sales of EUR 4.7 billion.

The press release and photos are also available on our website:
<https://www.kuraray.eu/de/unternehmen/presse>

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