

# PRESS RELEASE



“Novodur mix”, image courtesy of INEOS Styrolution

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## INEOS STYROLUTION INTRODUCES RANGE OF NEW SUSTAINABLE ABS SPECIALTY SOLUTIONS

- Mechanically recycled “Novodur® ECO MR”
- Bio-attributed “Novodur® ECO B”
- Mechanically recycled “Novodur® ECO High Heat MR”

**INEOS Styrolution, the global leader in styrenics, has today announced the introduction of a comprehensive range of sustainable solutions for its specialty ABS<sup>1</sup> product group Novodur<sup>®</sup>/ Novodur<sup>®</sup> High Heat addressing applications in a range of industries including automotive, electronics and household. The individual grades come with a significant product carbon footprint (PCF) saving of up to -71% as compared to the respective non-ECO product reference<sup>2</sup>.**

### **Mechanically recycled Novodur ECO MR<sup>3</sup>**

Like its non-ECO counterpart, the new Novodur ECO MR P2H-AT is a general purpose ABS grade providing high flowability, good stiffness and high gloss. The material is available with a 30%, 50% or 70% post-consumer mechanically recycled content ("PCR<sup>4</sup>"). The product comes in various colours or in black and offers a PCF saving of up to 57%. A product for self-colouring is available as well.

Novodur ECO MR P2H-AT is currently under evaluation by various customers to become a material of choice for various household appliances.

### **Mass balance based bio-circular Novodur ECO B<sup>5</sup>**

With Novodur ECO B P2MC B50 and Novodur ECO HD M203 FC B50, INEOS Styrolution offers two grades with 50% contribution of bio-attributed content. Both grades are available in various colours and as an NR (natural) option. PCF savings are up to -71%.

Novodur ECO B P2MC B50 has been designed specifically for electroplating making it a material of choice for various sanitary and automotive appliances. Novodur ECO HD M203 FC B50 is an attractive offering also suitable for the medical industry.

### **Mechanically recycled Novodur ECO High Heat MR<sup>6</sup>**

The Novodur High Heat (HH) family of products includes all ABS products modified to allow thermally stressed components to meet stringent stability requirements.

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<sup>1</sup> ABS: acrylonitrile butadiene styrene

<sup>2</sup> All PCF data is assessed by an independent 3<sup>rd</sup> party.

<sup>3</sup> Certified by Recyclclass

<sup>4</sup> PCR material: post-consumer recycled material

<sup>5</sup> Certified by ISCC plus

<sup>6</sup> Certified by Recyclclass

Today, three sustainable grades are introduced in this product group: Novodur ECO HH-106 MR30, Novodur ECO H605 MR30 and Novodur ECO H801 MR40. PCF saving is up to -28% and the recycled content is 30% and 40%, respectively.

The products, available in black, are targeting the automotive industry, but may be of interest in other industries as well.

Dr. Eike Jahnke, Vice President Specialties EMEA, says: “This announcement for sustainable ABS specialty solutions follows our earlier announcements on sustainable ASA, SAN, SMMA and SBC products. – It will not be the last such announcement. We will continue on our journey to deliver sustainable options for all our product groups.”

### **About INEOS Styrolution**

INEOS Styrolution is the leading global styrenics supplier, with a focus on styrene monomer, polystyrene, ABS Standard and styrenic specialties. With world-class production facilities and more than 90 years of experience, INEOS Styrolution helps its customers succeed by offering solutions, designed to give them a competitive edge in their markets. At the same time, these innovative and sustainable best-in-class solutions help make the circular economy for styrenics a reality. The company provides styrenic applications for many everyday products across a broad range of industries, including automotive, electronics, household, construction, healthcare, packaging and toys/sports/leisure. In 2021, sales were at 6 billion euros. INEOS Styrolution employs approximately 3,600 people and operates 20 production sites in ten countries.

More information: [www.ineos-styrolution.com](http://www.ineos-styrolution.com)

Follow us on Twitter ([@styrolution](https://twitter.com/styrolution)).

Visit us at K fair in Düsseldorf, October 19-26, 2022: hall 6 / booth 6D28.

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