



## Joint News Release

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### **Ice Ice Baby! Sustainably packaged with Styropor® Ccycled™ by BASF**

**Siena and Ludwigshafen, 12 January 2023** – Imballaggi Alimentari, an Italian based company specialized in the production of ice cream packaging, has launched the Remaxigel boxes made of Styropor® Ccycled™. The boxes made of EPS (expandable polystyrene) boast excellent performance and were primarily designed for artisanal ice-cream shops.

BASF's contribution to the circular economy is increasingly part of people's daily lives. Due to its production processes, Styropor® Ccycled™ has an extra edge when it comes to sustainability. The fossil raw materials needed to produce the Styropor® Ccycled™ are replaced by pyrolysis oil. Where does it come from? The pyrolysis oil used for the production of the new packaging is supplied to BASF by technology partners who carry out the chemical recycling of mixed plastic waste that would otherwise be used for energy recovery or simply disposed of in the landfill. Since recycled and fossil raw materials are mixed in BASF's interconnected production network and cannot be distinguished from each other, the recycled portion is attributed to Styropor® Ccycled™ using a mass balance approach. Compared to conventional Styropor®, the production of Styropor® Ccycled™ packaging emits 50% less CO<sub>2</sub> whilst offering the same quality and performance.

“Our commitment is to make the Styropor® supply chain increasingly circular. BASF has been the inventor of the traditional EPS over 70 years ago. Today, thanks to our constant commitment to R&D, we can offer our customers a more sustainable version of the traditional product as part of our global climate protection efforts”, said Gregor Haverkemper, Head of Marketing Styrenic Foams BASF.

In addition, Remaxigel is among the 7 winners of the Ecodesign Call launched by CONAI, the National Packaging Consortium within the Circular Creativity Section. “We are really proud of this award that recognizes our know-how, continuous focus on technological innovation and customer-driven approach”, said Michele Dell’Avanzato, R&D Manager Imballaggi Alimentari Srl. “Our secret is always looking ahead. We are already working with BASF to develop a new inner shell for the tray, from recycled materials with the aim of delivering an even more sustainable Remaxigel version that meets the high requirements for food contact,” he added.

Read more about BASF’s ChemCycling™ project [here](#).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).

### **About Imballaggi Alimentari**

The company is among the leaders in the food packaging sector. Imballaggi Alimentari provides a global response to the demand for fast, reliable and complete services in the packaging sector. The knowledge of the market, the deep know-how acquired over many years of experience, the constant attention to the environment and technological innovation, the extremely lean and efficient customer service system allow us to meet the specific needs of customers and ensure them a personalized response. Our mission is to design, innovate and sell sustainable packaging in the world, through experience and knowledge of demand and the market, in order to meet the needs of customers. As a vision, the company is always projected towards new projects and innovative applications, always looking to the future, and operating in an eco-sustainable and ethical way, through the continuous research of production processes. Further information is available at [www.imballaggialimentari.it](http://www.imballaggialimentari.it).

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