

## PRESS RELEASE

**COIM presents its new Plaxter E-LB series: polymeric plasticizers with a content of renewable raw materials of up to 50%**

**The COIM Plaxter range has expanded with new, sustainable “drop in” solutions also from the perspective of use: they can be used without modifying production processes or purchasing new machinery**

*Milan, 9/2/2023 - C.O.I.M. S.p.A.*, an Italian multinational that has manufactured chemical products since 1962 and that operates all over the world through nineteen manufacturing and trading companies, presents its new range of plasticizers, Plaxter E-LB.

The COIM Plaxter range is thus enriched with a new series of polymeric plasticizers for the production of PVC-based plastic materials developed to provide new, more sustainable solutions that do not oblige users to modify their production processes or to install new machinery.

COIM has been operating on the market of polymeric plasticizers for PVC-based compounds for decades. The evolution of the range towards sustainable solutions began several years ago with the **Plaxter P-L** products capable of offering innovative solutions using, in part, raw materials of renewable origin. The products in the Plaxter P-L range are present on the market with large volumes in **all applications that involve plasticized PVC products**, such as transparent stretch films for food storage, artificial leather for the fashion sector and waterproof fabric, cables jacketing for special electric applications, technical tubes for carrying liquids or gas, special packaging seals for the food sector and specific applications.

“Through the new **Plaxter E-LB** product range we meet the growing market demand for more sustainable plasticizers. By continuing the development process initiated with the Plaxter P-L range, the **E-LB** series offers products with a content of renewable raw materials of up to 50% while simultaneously meeting the greater technical needs of the market. The Plaxter E-LB products can be industrialized through “drop in” substitution in which the materials of fossil origin are replaced without making any changes to the process. This important approach, which is advantageous for the user, is the hallmark of the renewable source products proposed by COIM” explains **Roberto Cattadori, COIM Technical Director of Polyurethanes, Polyesters for Coatings, UP Resins, Plasticizers and Peroxides**. “The solutions in the new Plaxter E-LB series have been compared with

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the standard products also with regard to their potential CO<sub>2</sub> emissions, by performing a comparative experimental life cycle assessment (LCA) to provide the user with a documented, indicative estimate of the reduction of emissions. “ concludes Cattadori.

“The new Plaxter E-LB range represents another step forward in the transition of COIM’s polymeric plasticizers towards increasingly innovative and ecofriendly products, which can be used without having to make any significant changes to the applications, thus demonstrating that COIM’s chemical processes are positive and sustainable from all points of view”, explains **Claudio Birigozzi, COIM Plaxter Business Manager**.

“The development of this new range of products fits perfectly into COIM’s sustainability strategy, which combines several possibilities for the manufacture of new products, such as the use of recyclable and biological raw materials, the use of biodegradable, compostable and low-VOC systems, downstream recovery of finished products for recycling, and the monitoring and reduction of CO<sub>2</sub> emissions along the entire production chain”, concludes **Giuseppe Librandi, COIM Chairman and CEO**.

\* \* \*

**C.O.I.M. S.p.a.** is the brainchild of Mario Buzzella and Cesare Zocchi, two entrepreneurs driven by the same passion for chemistry, who founded the company in 1962 to meet the increasing demand for chemicals resulting from a booming economy.

60 years later, COIM has become an Italian multinational company that develops, produces, and sells chemical specialties for the manufacturing industry worldwide. It ensures local presence through 19 companies - 10 of which are production sites - in Italy, Germany, Russia, Turkey, Singapore, China, India, USA, Brazil, Mexico, Chile, Colombia, Spain, Austria, and the Netherlands.

Over 1,200 specialised collaborators are committed to meeting customers’ expectations with three main product families:

1. Polyesters and polyols;
2. PU Case: coatings, adhesives, sealants, and polyurethane-based elastomers;
3. Polyesters and special resins.

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SISTEMA DI GESTIONE  
QUALITÀ CERTIFICATO



*COIM can meet technical, commercial, and logistics needs of customers located in 90 countries for a turnover of 1 billion euros. This is possible thanks to its integration of raw materials, focus on polyurethane systems, a wide and diversified offering - 18 product ranges from polyesters to PU systems -, and a large production capacity.*

*COIM focuses on continuous and sustainable development based on corporate values, such as care and respect for people and the environment.*

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