

# PRESS RELEASE

SITTARD, THE NETHERLANDS, October 28, 2020

## ORKLA AND IRPLAST JOIN SABIC'S TRUCIRCLE™ INITIATIVE FOR CONSUMER GOODS PACKAGING USING CERTIFIED RENEWABLE PLASTICS

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SABIC, a global leader in the chemical industry today announced that Orkla, a diversified Nordic brand owner in business-to-consumer (B2C) commerce with foods, snacks, food care for sport and food ingredients, has launched its first chips packaging using certified renewable polypropylene (PP) polymer from SABIC's TRUCIRCLE™ portfolio. The sustainable material is derived from tall oil, a residual product from the Nordic forestry industry, and is converted into a Biaxially Oriented PolyPropylene (BOPP) by IRPLAST, a major Italian vertically integrated manufacturer of specialty S-BOPP films and converter of printed shrinkable BOPP roll-fed labels and PSA tapes. In Orkla's chips bags, the material solution helps lower the carbon footprint of the three partners' value chain in half compared to the use of traditional non-renewable plastics.

"We want to make it easier for consumers to make environmentally conscious choices," says Sara Malmström, Sustainability Manager at Orkla Confectionery & Snacks. "Packaging is an important part of all our products, and plastic packaging in particular can have a considerable impact on both the environment and climate. We are proud to be first in the Swedish market to put chips in bags made with plastics based on bio-renewable feedstock on the snack shelf," she adds.

Orkla had been looking for an innovative and agile converter capable of meeting its sustainability targets and supplying a renewable film that would help them enhance the sustainability profile of their packaging. They identified IRPLAST, with whom SABIC had already been successfully collaborating in various projects for the development of film products in compliance with EU Packaging and Waste Packaging Directives. Next to Natural Oriented PolyPropylene (NOPP) films from certified renewable PP polymer, IRPLAST also offers an S-BOPP (Simultaneously oriented BOPP) film range branded as LOOPP that uses certified circular SABIC® PP material with feedstock from chemically recycled post-consumer plastics to deliver virgin-quality resins. IRPLAST's NOPP and LOOPP products both have received independent third party International Sustainability and Carbon Certification (ISCC PLUS).

Naomi Lunadei, Sustainability Manager at IRPLAST, explains: "We firmly believe that sustainable growth must become a priority for businesses producing and converting plastic packaging materials. As a packaging producer, we are well aware of our responsibilities in making the 2030 Sustainable Development Goals a reality, and we are very committed to the challenge. Our two new BOPP lines demonstrate the determined route we have embarked on with SABIC. While our NOPP products help reduce the carbon footprint of flexible packaging, the innovative LOOPP range opens a door for customers to enter the circular plastics economy which is being progressively mandated by legislators worldwide."

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In contrast to comparable BOPP film from traditional fossil fuel, every kilogram of renewable NOPP packaging takes more than 2 kg of CO2 emissions out of the environment. The first set of new Orkla packages in NOPP flexible film includes 275-gram bags of Grill, Sour Cream & Onion, Dill & Chive and Salted Chips, and prominently displays the 50 percent CO2 reduction to consumers. Orkla Confectionery & Snacks Sweden has an ambition to gradually introduce similar bags for all their snacks packages.

“We are proud of successfully implementing our certified renewable PP polymer in IRPLAST’s flexible packaging for Orkla,” states Mark Vester, Circular Economy Leader at SABIC. “The ISCC PLUS accredited materials from our TRUCIRCLE portfolio offer drop-in solutions for replacing fossil-based plastics in the packaging industry with no compromise on food safety. With our certified circular and renewable polymers, we are aiming to create a sustainable value chain where we collaborate with downstream customers like IRPLAST and Orkla in the use of animal-free bio-based feedstock or in the reuse of post-consumer recycle, thereby seeking to capture the greatest value from sources that have traditionally been ignored or discarded.”

SABIC’s TRUCIRCLE offering spans from design for recyclability services and mechanically recycled materials to certified circular products from chemical recycling of used plastics and certified renewable polymers from bio-based feedstock. SABIC's certified polymers are based on a mass balance approach. This widely recognized international sustainability certification scheme verifies that the mass balance accounting follows predefined and transparent rules. In addition, it provides traceability along the supply chain, from the feedstock to the final product.

Read more [here](#) about SABIC’s TRUCIRCLE portfolio and about [NOPP](#) and [LOOPP](#) products from IRPLAST.

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A copy of any coverage you may give this item would be appreciated, and will be forwarded to our client SABIC.

Please send to: Marketing Solutions NV, Kevin Noels, P.O. Box 6, 2950 Kapellen, Belgium.

We welcome feedback on your communication preferences to help us improve the targeting of releases like this.

## PHOTO AND CAPTION



Orkla, a diversified Nordic brand owner in B2C commerce with foods, snacks, food care for sport and food ingredients, has launched its first chips packaging using certified renewable PP polymer from SABIC's ISCC PLUS accredited TRUCIRCLE™ portfolio. The sustainable material is based on pine or tall oil, a residual product from forestry, and enables a 50 percent reduction of CO<sub>2</sub> emissions vs. conventional flexible packaging from traditional fossil feedstock. (Photo: Orkla)

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## NOTES TO EDITORS

OLW is a brand name of Orkla ASA.  
NOPP and LOOPP are brand names of IRPLAST S.p.A.

## ABOUT ORKLA

Orkla, with headquarters in Oslo (Norway), is a leading supplier of branded consumer goods to the grocery, out-of-home, specialised retail, pharmacy and bakery sectors. The Nordic and Baltic regions and selected countries in Central Europe are Orkla's main markets. Orkla Group's branded consumer goods business comprises Orkla Foods, Orkla Confectionery & Snacks, Orkla Care and Orkla Food Ingredients. In addition, the Group is also active with a diversified Orkla Consumer & Financial Investments business and holds strong positions in selected product categories in India.

Orkla's innovation activities are based on an inter-professional focus that spans from idea to launch. Consumer, customer and market insight is combined with technological expertise and investments to develop products and solutions that delight consumers and meet their needs in an even better way. In 2019, the Group had more than 18,300 employees and an overall turnover of NOK 43.6 billion. Orkla ASA is listed on the Oslo Stock Exchange. Learn more at [www.orkla.com](http://www.orkla.com).

## ABOUT IRPLAST

For nearly 30 years, IRPLAST S.p.A. has stood for outstanding expertise in flexible packaging films that are developed for high-speed label wrapping of food products which require barrier and shelf-life guarantees, and for a range of wrap-around label applications. The BOPP film division of IRPLAST is specialized in creating film solutions with tight control of delicate parameters such as shrinkage, low and constant coefficient of friction, reliable low temperature sealing, as well as exceptional and consistent mechanical performance in ultra-high speed automatic packing lines.

IRPLAST is a leading international manufacturer of flexible plastic packaging with 350 employees and three fully automated production sites in Italy: one in Empoli (Florence) and two in Atessa (Chieti), with an overall production capacity of 44,000 tons of BOPP film per year. IRPLAST sells 75% of its production to the international market outside of Italy. Learn more about [IRPLAST](#).