



# klöckner pentaplast

## press release

**FOR IMMEDIATE RELEASE**

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### **KLÖCKNER PENTAPLAST'S NEW RENEWABLE RESOURCE CONTENT TERRAPET™ APET FILMS SELECTED BY COTY, INC FOR FRAGRANCE PACKAGING**

**Gordonsville, Virginia – October 31, 2010** – The global beauty company, Coty, has selected Klöckner Pentaplast's new renewable resource rigid TerraPET™ films for the packaging of their popular fragrance line for men, Adidas Moves Pulse Cologne. Consisting of up to 30% renewable resource content, Coty uses Pentaform® TerraPET™ film for the same brilliant cosmetic clarity and performance properties as standard APET films while it helps the company meet its sustainable packaging goals. Made in part from sugar cane, Pentaform® TerraPET™ films allow Coty to replace fossil fuel based material with up to 30% plant based material.

Pentaform® TerraPET™ film has the same performance properties as standard APET films so there was no need for Coty's custom thermoformer, CMI Plastics, Inc. (Ayden, NC), to change tooling or package design. This film processes on existing equipment in the same thermoforming range and has the same cuttability as standard APET. With a heat-deflection temperature of over 145°F, no special handling or logistics are necessary. As with standard APET films, packages produced with these films can be marked with SPI resin identification code 1 and waste from thermoforming operations is compatible with existing pre-consumer recycling streams.

"The Pentaform® TerraPET™ film helps Coty in our direction for more sustainable material sources," says Stephanie Martins, Vice President of Packaging Concept Development for Coty Beauty American Fragrance and Cosmetics Brands. Through the past 5 years, we have been striving to reduce our material consumption and, therefore, our carbon footprint. Coty has been working with CMI to optimize our vacuum form trays through format standardization, reengineering of the structure to

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reduce the material weight, and still guarantee a perfect presentation of our Fragrance Gift Sets. We have been looking for a cost-efficient alternative material to replace our vacuum form trays with a more sustainable material for a long time. The TerraPET™ material not only offers the same performance as our former trays, in terms of clarity and presentation for our end consumer, it will definitely improve our Green Score Card and, hopefully, drive the path for others to follow.”

According to Steven Hasselbach, Jr., president of CMI, “Pentaform® TerraPET™ film performed identical to standard APET. We made no changes to the timing and temperature of the thermoforming machine and tooling. The film trimmed the same. We also liked that the material does not contaminate the recycling stream.” In addition, Hasselbach noted “We are happy to work with Coty and Klöckner Pentaplast on this new and exciting film. Both of these companies are always keeping sustainability in mind while satisfying the consumer’s need for quality products and packaging. We are proud to be partners with both of them.”

“Pentaform® TerraPET™ film consisting of up to 30% renewable resource content was developed to meet customers’ sustainable packaging goals for consumer thermoformed packaging applications,” notes Christopher Findley, Klöckner Pentaplast’s director of marketing for the Americas. “The expansion of our sustainable packaging film solutions portfolio to include these unique films continues to provide our customers, like Coty, with the broadest selection of films available in the global marketplace today.”

### **About the Klöckner Pentaplast Group**

The Klöckner Pentaplast Group is the world’s leading producer of films for pharmaceutical, medical device, food, electronics, and general-purpose thermoform packaging, as well as printing and specialty applications. Founded in 1965 in Montabaur, Germany, Klöckner Pentaplast has grown from its initial facility to 19 current production operations in 11 countries.

The Klöckner Pentaplast Group is wholly owned by affiliates of The Blackstone Group. The company has sales of over \$1.3 billion (€930 million) and employs more than 3,000 people committed to serving customers worldwide. For more information, visit our web site at [www.kpfilms.com](http://www.kpfilms.com).

### **About CMI Plastics**

CMI Plastics, Inc. is a third-generation family-owned company. CMI operates from a new 70,000 square-foot facility located in Ayden, NC. They specialize in high-speed precision thermoforming, utilizing eleven in-line machines. CMI also designs and manufactures the tooling needed to create quality thermoformed parts. Visit us at [www.cmiplastics.com](http://www.cmiplastics.com).

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