

BASF and Smart Planet Technologies target strategic partnership

➤ ☞ Focus on Smart Planet Technologies' mineralized coating technology EarthCoating™

Ludwigshafen, Germany and New port Beach, California BASF and Smart Planet Technologies are currently discussing a possible strategic partnership concerning the mineralized coating technology, EarthCoating™, for paper packaging applications.

EarthCoating is a sustainable and cost efficient alternative to traditional extrusion applied coatings providing excellent barrier and heat seal performance and focusing on improving the recyclability of the packaging. It is engineered for processing within the traditional paper recycling infrastructure and can for example be used for folding cartons, detergent boxes, paper cups, paper plates, etc..

"EarthCoating is a long-awaited breakthrough technology for the packaging industry. A strategic partnership with BASF greatly advances the opportunities for the packaging industry to leverage EarthCoating towards greater sustainability in packaging applications," said Will Lorenzi, President of Smart Planet Technologies.

"The search for more sustainable coating solutions has been growing in recent years and has become a priority for many companies involved in the paper packaging industry," added Christian Schulz, Vice President, Center for Sustainable Paper Packaging within BASF.

By forming the Center for Sustainable Paper Packaging (CSPP) in 2013 BASF has committed itself to address these industry needs.