

PRESS RELEASE
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Gabriel-Chemie launches new CO₂-reduced white Masterbatch

THE LAUNCH OF THE NEW CARBON REDUCED MASTERBATCH UNDERLINES AND EXPANDS GABRIEL-CHEMIE'S SUSTAINABILITY STRATEGY EVEN FURTHER AND OFFERS CUSTOMERS A CLIMATE-FRIENDLY 10% CARBON REDUCED ALTERNATIVE.



Gabriel-Chemie has been producing its well-known quality masterbatch under the brand name "Maxithen" since 1970. As a supplement to the "Maxithen" products, the company recently presented its new sustainable product lines "MaxiLoop" and "MaxiBlue".

At the same time, Gabriel-Chemie presents new white premium masterbatch with a 10% reduced CO₂ footprint. The formulations have been optimised, raw materials with a reduced carbon footprint are used and now offer customers a product to reduce their carbon footprint.

For the resource-saving production of the CO₂-reduced white, 100% energy from renewable sources is used at the Austrian site, which consists, among other things, of self-generated electricity from our own photovoltaic system. This represents a serious alternative without having to compromise on performance, functionality or application. An EU and FDA approval enables the CO₂-reduced white to be delivered worldwide and to provide further sustainable solutions for customers.

As Nicole Ziegler, Corporate Responsibility & Sustainability Manager at Gabriel-Chemie, states: "As a company in the plastics industry, we are aware of our great responsibility. Under the umbrella of "GC Sustainable Solutions" we have developed resource-saving and climate-friendly alternatives to conventional products of fossil origin. In doing so, we are taking account of the increasing demands of our customers, who are paying more attention to the CO₂ footprint of their products, but do not want to accept any compromises in terms of function."

Martin Horvath, Corporate Product Manager at Gabriel-Chemie adds: "As an experienced masterbatch supplier of system solutions, we are proud of our new developments. We offer solutions for our customers that enable them to reduce their carbon footprint. In particular, our MaxiLoop and MaxiBlue range helps in differentiation and offers certified traceability of the raw materials in connection with ISCC+ and reduced carbon footprint."



GABRIEL-CHEMIE specialises in refining and colouring plastics. The company was founded in 1950 and is now one of Europe's leading masterbatch manufacturers. The independent, privately-owned group has its headquarter in Gumpoldskirchen in Austria, and operates further subsidiaries in Germany, Great Britain, Hungary, the Czech Republic, Poland, Italy, Spain, and Russia, where it employs approximately 600 people.