

Quallofil® Blue with Prevented Ocean Plastic™

Sustainable sofa cushions made from recycled bottles collected from coastlines at risk of ocean plastic pollution.

ADVANSA is presenting the new Quallofil® Blue, a specially engineered polyester fibre made from recycled ocean-bound plastic bottles with full end-to-end traceability from Prevented Ocean Plastic™. It is a premium fibre-filling with a significantly positive effect on the environment* for long-lasting, comfortable sofa cushions.

ADVANSA cooperates with Prevented Ocean Plastic™, a global recycling initiative that helps tens of thousands of people around the world to clean their coastlines, prevent ocean plastic pollution and earn additional income. Discarded plastic bottles are picked up by plastic collectors from coastal areas at risk of ocean plastic pollution and are taken to collection centres. The plastic bottles are then sorted out, cleaned and processed into high-quality raw material flakes which are used as a premium ingredient for Quallofil® Blue.

The essential factor of cushions is the filling that gives the most structured look and feel: ADVANSA's Quallofil® Blue filling fibre offers the soft look and feel and meets the highest quality standards for sofa cushions. It gives them a long-lasting performance, a comfortable seat and more bounce back to their original shape and feel, in addition designed to minimize the environmental impacts. FIRA Gold certified, the Quallofil® Blue fibre filling offers reassurance to customers as the quality of the products is guaranteed through ongoing independent third-party audits and re-testing to stringent standards by an independent source. The prestigious FIRA Gold product certification is a recognised mark of product excellence within the furniture industry.

The problem of global plastic pollution is dramatic: Of the 350 million tons of plastic produced globally every year for use in a wide variety of applications only 40% is ultimately recycled. It is estimated that more than 10 million tons of plastic waste end up in our oceans from coastal communities each year, threatening vital ecosystems, affecting human health and harm marine species: Marine and bay areas are increasingly becoming less viable environments for humans and animals alike. By 2050 there will be more plastic than fish in the sea!

In cooperation with Prevented Ocean Plastic™, ADVANSA's mission is to help prevent and reduce the flow of plastic waste into the oceans or beaches, which mainly happens in coastal regions around the world that lack waste management infrastructure and collection incentives. Collecting plastic before it enters the oceans can make a significant change towards protecting the environment.

The Prevented Ocean Plastic Programme helps people around the world to earn their living, clean their coastlines and prevent ocean plastic. Thanks to this programme over one billion plastic bottles have been collected that have been turned into new traceable products while supporting local communities in the relevant regions they source from and driving long-term environmental solutions. And as another part of the Prevented Ocean Plastic Programme, bottle collector micro-entrepreneurs benefit from a consistent and reliable income. Each day POP send over \$100,000 to factory owners to keep payments flowing down the supply chain.



ADVANSA is also committed to transparency and traceability and is certified by Global Recycled Standard (GRS) an independent auditing body which certifies the production of fibre using post-consumer recycled plastic.

Find out more at www.preventedoceanplastic.com & www.advansa.com

*One Quallofil® Blue sofa cushion using 50% recycled plastic is made from approx. 250 recycled bottles.

Cushions filled with Quallofil Blue are available from licensed UK producers Platt & Hill Ltd. and United Fillings Ltd.

About ADVANSA

ADVANSA is a European polyester fibre supplier, based in Germany, supplying customers worldwide through our network of logistic centres and representative offices in Europe, Asia and the United States. The company brings added value to its customers through advanced and sustainable polyester fibre technology and brands. ADVANSA is characterized by its capacity for innovation as well as the environmental sustainability of its products. Since March 2020 ADVANSA is affiliated through common shareholders with APF (Asia Pacific Fibres).

www.advansa.com

About Prevented Ocean Plastic™

Prevented Ocean Plastic™ is high quality, certified recycled plastic that has been collected from coastal areas at risk of ocean plastic pollution. Used by supermarkets and brands around the world, it meets regulatory health and safety standards, is traceable back to source and can be identified on-pack through its distinctive triangular logo.

Prevented Ocean Plastic™ is an official nominee for the Earthshot Prize 2023, and counts Lidl, Sainsbury's, Waitrose and Booths Supermarket as key partners, along with major manufacturing partners such as Groupe Guillin, Spectra Packaging, and Berry Global for offerings across multiple product categories, including fish, poultry, soft fruits, pet food, personal care, and home cleaning.

About Bantam Materials UK Ltd.

Established in 2005, Bantam Materials is a recycled plastic supply business committed to sustainability. Bantam Materials developed the market-leading Prevented Ocean Plastic™ programme as part of its mission to solve recycling supply problems by providing manufacturers, retailers, and consumers with better plastic choices. It is the first plastic recycling member of the Ethical Trading Initiative and uses third-party certification organisations to ensure product traceability within strict labour and environmental standards. Bantam Materials, together with its brand and manufacturing partners, prevent over a billion bottles each year from entering our natural environment.

Bantam Materials - Sustainable RPET Solutions - REACH-Registered

Bantam are a REACH-registered, full service distributor of recycled bottle materials from countries at risk for ocean bound plastic.