The Green Revolution in the paper and plastic packaging market.
No Waste Technology™
is a revolutionary new process that makes laminated papers recyclable and 100% sustainable — just as if they were plain uncoated paper.

**LAYER**
Plastic, Metalized Plastic, Aluminum Foil, Coatings, Other (with or without adhesive)

**NoW TECHNOLOGY™**
Water-soluble application prevents bond between the substrate and coating enabling delamination and recycling of substrate.

**SUBSTRATE**
Kraft Papers or Glossy Papers
True Sustainability
While many products boast of recyclable materials, they still find their end of life in a landfill. NoW Technology™ ensures that your packaging and paper-based products are used again and again.

Raw materials are converted into paper-based laminated packaging or paper-based coated products

Plant based raw materials and recycled paper products are collected for processing.

NoW Technology™ allows your laminated paper-based products to be recycled, even products with plastic films and coatings.

- Uses standard manufacturing processes, technologies, and materials.
- No added costs compared to a standard paper/plastic lamination.
- All applications are 100% sustainable and recyclable.
- Some applications are totally biodegradable and can certified compostable.
- It complies with the International standard ISO 18604 and UNI EN 13430 as it is certified with the regulation ATICELCA MC501-13.

Conventional Laminated Products
Most other laminated paper-based products cannot be recycled because the paper fibers and laminate cannot be separated. They are ultimately discarded and accumulate in a landfill.
What does it mean to be sustainable?

Sustainability is the pursuit of a vibrant, long-lasting ecosystem through innovative engineering, environmental science, careful management of resources, and earth-conscious living.

Sustainability is both the driving force behind NoW Technology™ and the central concept by which we define all other terms. We envision a future with no waste and are making strides to attain it. **The future is NoW™!**

**Recyclable**

Recycling is an essential step towards a sustainable system. It is the process of taking waste materials such as paper, plastic, glass, or metal, and converting it into reusable materials. Uncoated paper-based products are recyclable, because they can be converted into pulp and used to make paper again and again.

Surprisingly, many paper-based products commonly thought to be recyclable are in fact unsuitable for recycling. Once a paper-based product is laminated, its fibers can no longer be recycled and the product must be retired to a landfill. Most wax papers, aluminum foil, and packaging cannot be recycled for this reason.

NoW Technology™ provides a solution to this waste problem by making it possible to recycle laminated paper-based products.

**Biodegradable and Compostable**

There is a lot of confusion in the industry surrounding the terms biodegradable and compostable. Though they appear to be similar concepts on the surface there is a significant difference between them when it comes to pursuing sustainability.

Biodegradability is a very broad term for decomposition, and products that claim to be biodegradable are not certified or regulated.

Compostability is a far superior claim requiring a rigorous testing and certification process. Compostable products are used in soil and fertilizer, and they leave behind no toxic chemicals as they decompose.

NoW Technology™ makes it possible for paper-based products that use compostable raw materials to become certified compostable.
NoW™ offers limitless applications for the paper and plastic industry.

**WINDOW LAMINATIONS**
NoW Technology™ is ideally suited for applications that require transparent plastic film, such as food packaging with an integrated window.

**BARRIER LAMINATIONS**
NoW Technology™ is used with kraft paper and glossy paper substrates in products laminated with a metalized plastic film.

**SUGAR PACKETS**
NoW Technology™ makes it possible to substitute the use of poly-coated papers in sugar packaging with a sustainable alternative.

**FOOD SERVICE PAPERS**
Wax, silicone, and greaseproof papers are ideal candidates for NoW Technology™ and can be used for wrapping, cooking, and baking applications.

**ALUMINUM LAMINATIONS**
NoW Technology™ can be used with aluminum foil laminated papers in common applications such as candy and gum wrappers.

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