



Now™

n o w a s t e
t e c h n o l o g y

The Green Revolution
in the paper and plastic
packaging market.

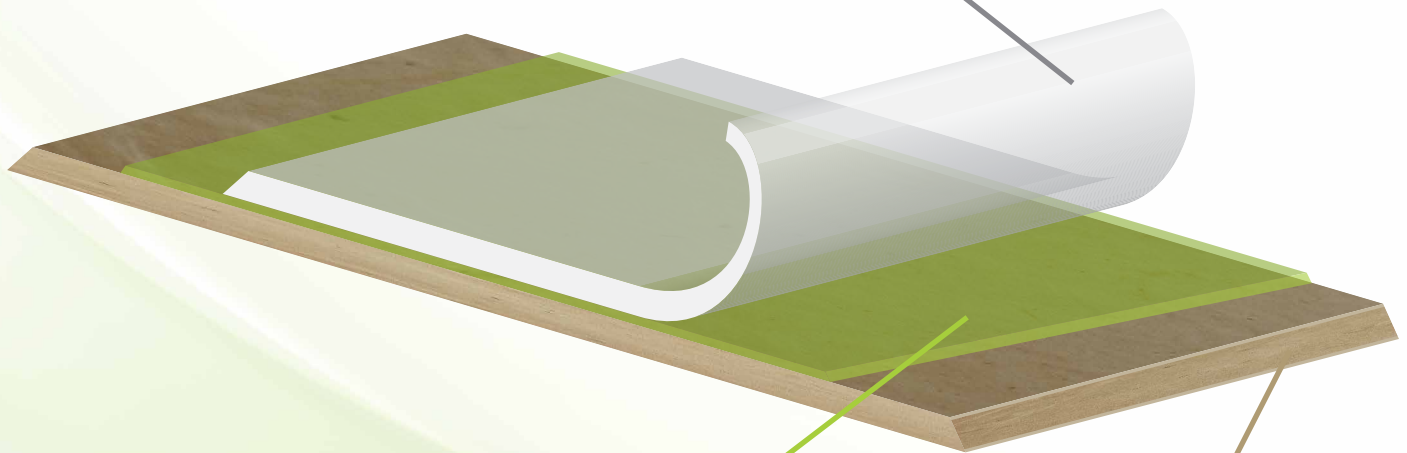
No Waste Technology™

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™

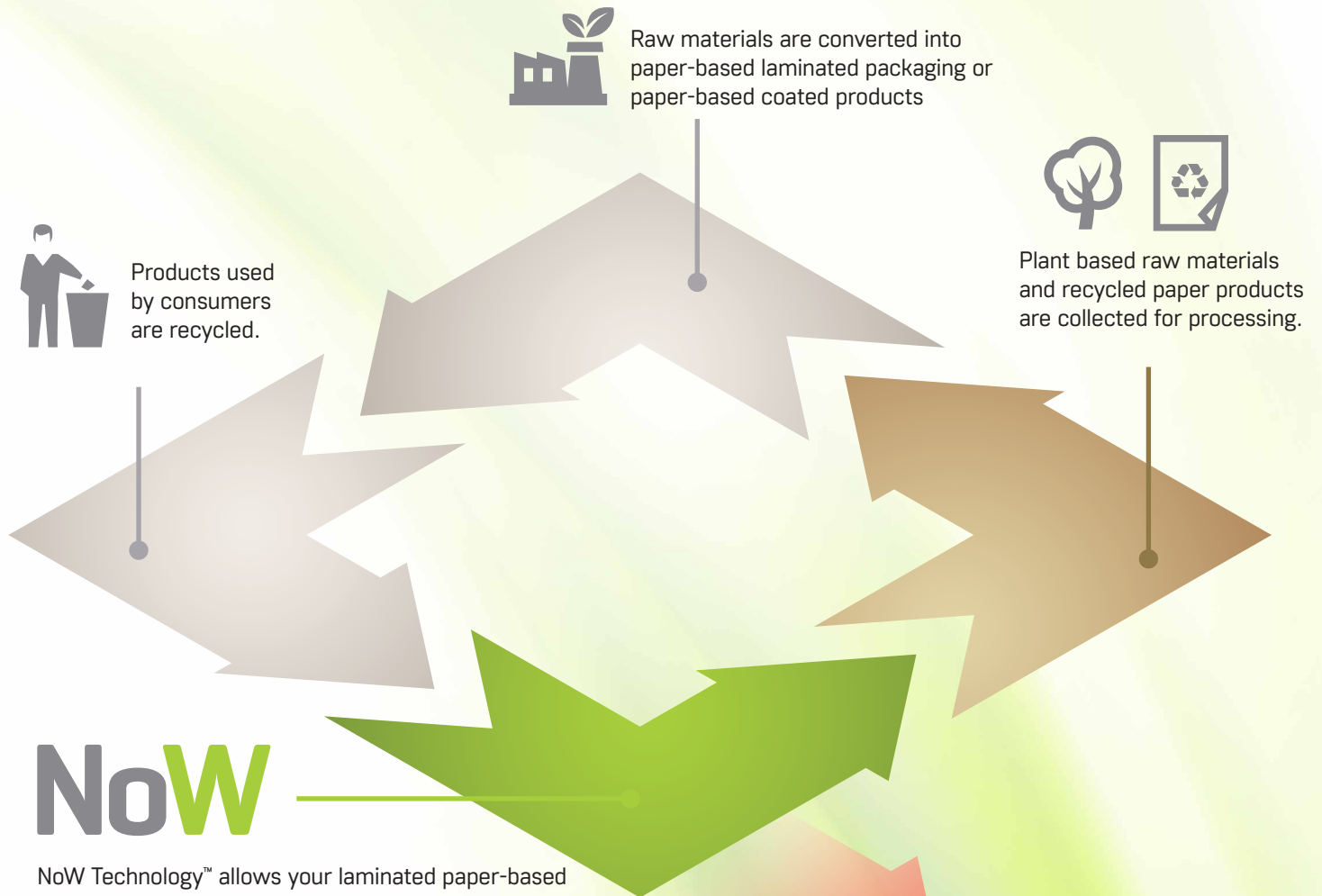
Water-soluble application prevents bond between the substrate and coating enabling delamination and recycling of substrate.

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.



NoW

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 be 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 land fill.



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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