

**New Sustainable Packaging Site to provide suitable packaging solutions**

Sustainable packaging materials to suit the needs of customers and consumers

Mitsui Chemicals Asia Pacific (MCAP) – The rising global demand for sustainable food packaging had led to an increased in enquiries on sustainable packaging solutions. To streamline and consolidate the various sustainable packaging products sold by MCAP, a new Sustainable Packaging Site was officially launched on 29 March 2021, for customers in the food packaging industry to find the right packaging solutions that best fit their requirements.

Sustainable Packaging Site URL - <https://ap.mitsuichemicals.com/special/package/index.htm>

The website categorized the packaging materials into three broad categories, namely Sustainability, Quality of Life, and Cost Optimization. In each category, customers and visitors can also further dive into finer classifications. The product classifications as follow:

Sustainability	<ul style="list-style-type: none"> <li>• For recycling</li> <li>• Paper base structure</li> <li>• Food waste reduction</li> <li>• Bio base</li> <li>• Reduce plastic use</li> </ul>
Quality of Life	<ul style="list-style-type: none"> <li>• Shelf life extension</li> <li>• User-friendly packaging</li> <li>• Consumer experience packaging</li> <li>• Food safety</li> </ul>
Cost Optimization	<ul style="list-style-type: none"> <li>• Less plastic use</li> <li>• Less process cost</li> <li>• Increase processability</li> <li>• Less production defect</li> </ul>

A special topic on mono-material packaging solution is also showcased in the Sustainable Packaging Site. As a member of the Circular Economy for Flexible Packaging (CEFLEX), our mono-material packaging solution is defined based on their guidelines; structural build-up of more than 90% Polyethylene (PE) or Polypropylene (PP), allowing for easy recycling process by recycling companies.

The Sustainable Packaging Site is also accessible via [MCAP website](#).

### **About Mitsui Chemicals Group in Singapore**

Singapore is the home to six local affiliates for Mitsui Chemicals Group. Besides Mitsui Chemicals Asia Pacific, Ltd. (MCAP) is the Asia Pacific Regional Headquarter of Mitsui Chemicals Inc., the other five entities include Mitsui Phenols Singapore Pte. Ltd. (MPS), Mitsui Elastomers Singapore Pte Ltd (MELS), Prime Evolve Singapore Pte. Ltd. (EVLS), SDC Technologies Asia Pacific Pte Ltd (SDC AP) and Mitsui Chemicals Singapore R&D Centre Pte Ltd (MS R&D).

Being the Asia Pacific growth functional hub, MCAP strives to drive business growth, provide robust functional services to regional affiliates or businesses, and deliver values to customers leveraging full power of all affiliates in Mitsui Chemicals Group.

###

For enquiries to this release, please contact the following:

Eric Lim  
Corporate & Marketing Communication  
Mitsui Chemicals Asia Pacific, Ltd.  
[eric.lim@mitsuichemicals.com](mailto:eric.lim@mitsuichemicals.com)

Kyosuke Abe  
Sales & Marketing Center - Functional Materials  
Mitsui Chemicals Asia Pacific, Ltd.  
[Kyosuke.Abe@mitsuichemicals.com](mailto:Kyosuke.Abe@mitsuichemicals.com)