

## Press release

### Armacell launches ArmaPET™ family-brand

- One family-brand for all PET-based foam products
- Simple and straightforward naming structure
- No changes in production quality or production process

Luxembourg/Thimister, 15 February 2021 – Armacell, a global leader in flexible foam for the equipment insulation market and a leading provider of engineered foams, today announced the launch of the new family-brand ArmaPET. As of today, all Armacell's innovative and eco-friendly PET-based foam products will be marketed under the family-brand ArmaPET.

*“Our PET business is growing fast. Our PET product family is expanding. In the context of ongoing advancement, we decided to go for a simple and straightforward brand architecture”,* says Bart Janssen, Vice President Engineered Foams & Energy. *“The new name, ArmaPET, will encompass all of our sustainable product solutions featuring Armacell's patented rPET foaming technology, to convert recycled plastic bottles into long-lifetime, high-value foam materials”,* he continues.

*“A simplified naming system for Armacell's PET foam products will enable speedier and easier orientation for our customers”,* explains Thomas Kessel, Armacell's Managing Director PET Foams. The new brand architecture has ArmaPET as the family-brand for all PET foams and, initially, four sub-brands:

**ArmaPET Struct** - Versatile and durable solutions for structural sandwich applications.

**ArmaPET Eco** - Products that combine insulation and structural integrity to ensure energy and emission efficiency for decades of use.

**ArmaPET Curve** - Products designed for recyclable thermoformable micro-sandwich solutions produced in continuous manufacturing processes.

**ArmaPET Shape** - Particle foam solutions offering maximum design flexibility to produce lightweight rigid 3D foam parts using innovative fusion technology.

ArmaPET foam products are used in a wide variety of applications ranging from wind turbine blades, road and rail vehicles to sustainable building components. ArmaPET brings a variety of benefits that include extending the life spans of wind turbine blades, improving the fire safety of rail vehicles and enabling the construction of lighter road vehicles to reduce CO<sub>2</sub> emissions. Until today, Armacell has converted over 1.5 billion recycled plastic bottles into long-lasting foam products that help to improve the environmental footprint of multiple composite core materials.

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### About Armacell

As the inventors of flexible foam for equipment insulation and a leading provider of engineered foams, Armacell develops innovative and safe thermal, acoustic and mechanical solutions that create sustainable value for its customers. Armacell's products significantly contribute to global energy efficiency making a difference around the world every day. With 3,135 employees and 24 production plants in 16 countries, the company operates two main businesses, Advanced Insulation and Engineered Foams, and generated net sales of EUR 644 million and adjusted EBITDA of EUR 134 million in 2019. Armacell focuses on insulation materials for technical equipment, high-performance foams for high-tech and lightweight applications and next generation aerogel blanket technology.

For more information, please visit: [www.armacell.com](http://www.armacell.com)

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