



Materially Insight Kit

What's next about materials

**Materially Insight Kit
is the tool for a complete,
constant and timely update
on the world of innovative
materials.**

A Selection Designed for Your Industry.

M Insight Kit is a subscription service that constantly updates on the latest material trends in the industry of interest, through reports (Kits) containing materials selected by our team based on the Company's application sector.

The Kits are sent periodically and work as an effective and immediate updating tool, customizable in terms of themes and number of material sheets.



Insights, Trends, Material Sheets

The Kit consists of **insights on material innovation** in different sectors, provided with a **selection of materials** with descriptive sheets, starting from 15 materials / year.

The Kits are sent periodically starting from 15 days after joining the program *.

* The 2020 edition can be ordered at any time up to December 2020, and it will include also all the insights issued in 2020 prior to the purchasing date.



How Does It Work?

1

CHOOSE THE SECTORS OF INTEREST AND THE NUMBER OF INSIGHTS

Through a meeting between the Company and Materially, the application sectors of interest and the number of insights are defined.

2

WE SELECT THEMES AND MATERIALS

Materially selects, within its program of research, insights and materials of interest to the company, in the number provided by the type of subscription.

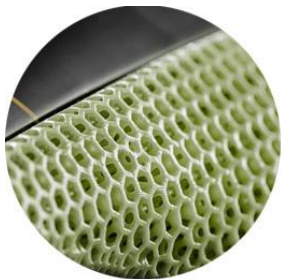
3

YOU GET THE KITS

At predetermined intervals, the Kits will be sent containing insights and relevant reference materials sheets.



The Sectors



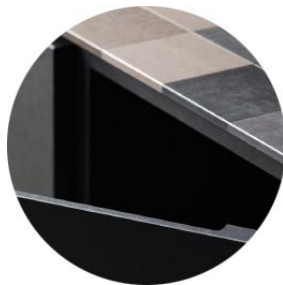
INDUSTRIAL DESIGN

Advanced materials and processes for design, automotive and industrial manufacturing in general (polymers, composites, textiles, metals, coatings, 3D printing, and much more).



FASHION & ACCESSORIES

Materials and components for clothing and fashion accessories (shoes, bags, glasses, watches, etc.), with a focus on performance, aesthetics and sustainability.



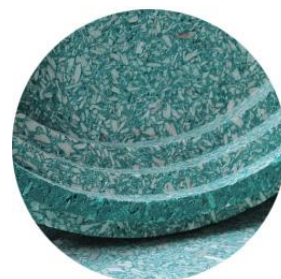
FURNITURE & INTERIORS

Surfaces, panels, paints and coatings, flooring materials, wallpapers, textiles and lighting; for interiors, furniture, contract and retail.



PACKAGING

Materials and technologies for packaging in the food and non-food industries, from disposable to durable and reusable solutions.



CIRCULAR MATERIALS

Cross-industry insights and solutions for sustainability, with recycled, renewable, recyclable, biodegradable, carbon-neutral content and much more.



The content

1

OVERVIEW ON MATERIAL TRENDS

Each **insight** describes a **material trend** in the specified sector, from expressive languages to advanced performance: antibacterial surfaces, bio-based materials, three-dimensional fabrics, papers with barrier properties, are just some examples.

Materials and insights will be introduced in a call, to receive feedbacks and fine-tune the following deliveries.

2

MATERIAL SHEETS

Each insight is accompanied by **3 sheets of selected materials** available on the market, complete with commercial name, description of the innovation, images, contact of the manufacturer.



Fees

Materially Insight Kit 2020 is offered as an annual subscription at the following rates:

SMALL	MEDIUM	LARGE
1 sector	2+ sectors	All sectors
5 insights	15 insights	30 insights
15 material sheets	30 material sheets	60 material sheets
Presentation calls		
1.500€	3.000€	6.000€
Special fee 2020:		
-10% = 1.350€	-20% = 2.400€	-25% = 4.500€



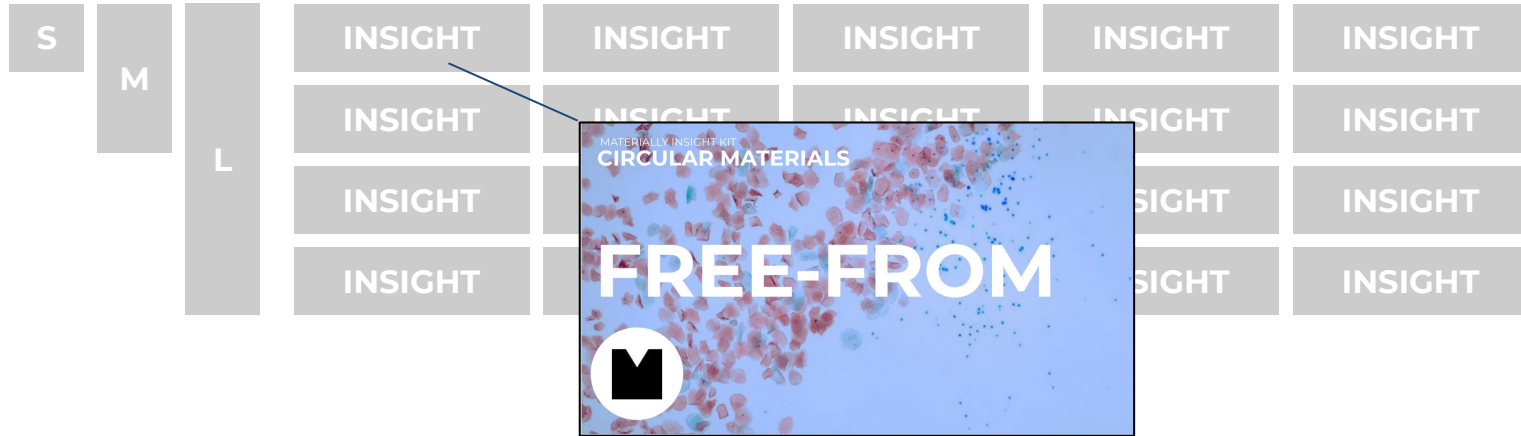
M Insight Kit deliveries

			delivery 1	delivery 2	delivery 3	delivery 4	delivery 5
S	M	L	INSIGHT	INSIGHT	INSIGHT	INSIGHT	INSIGHT
			INSIGHT	INSIGHT	INSIGHT	INSIGHT	INSIGHT
			INSIGHT	INSIGHT	INSIGHT	INSIGHT	INSIGHT
			INSIGHT	INSIGHT	INSIGHT	INSIGHT	INSIGHT



M Insight Kit 2020: an example

Following, a demo abstract of one of the Insights, in the area of “Circular Materials”.



MATERIALLY INSIGHT KIT

CIRCULAR MATERIALS

FREE-FROM



ABSTRACT

Free-from



Products and materials designed to eliminate components that are potentially harmful to the environment.

The trend starts from the growing awareness of the **damages** generated by the reckless use of materials, affecting the environment both in a macroscopic scale (the dispersion of **plastic** in the seas being the most emblematic example) and in a microscopic one (**microplastics**, but also **emissions** to the air).

This scenario is evident in various consumption and design phenomena: from the **war to disposable** items, to the demand for more "**natural**" products.





This growing awareness affects **consumption, design,** and **distribution** models at various levels:

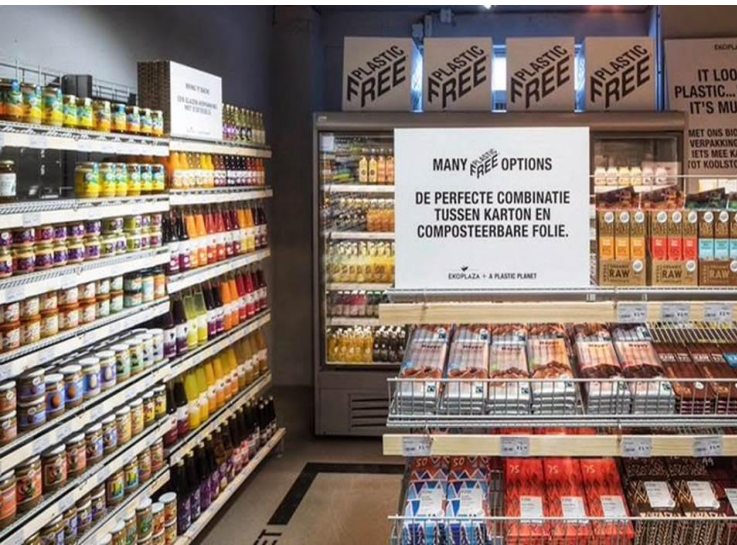
1. New distribution models that push towards the reduction or even the **elimination of disposable packaging**, or the creation of sections dedicated to products packed **without plastic**, sometimes anticipating regulations.

2. **Reusable** and durable products are designed to replace the more traditional disposable ones, which often fail to enter the correct disposal and recycling cycles.

3. A sensitivity towards **indoor air quality** is spreading not only at the regulatory but also at the consumer level.



FORGO, powder detergent in a reusable container, design by Form Us With Love
 THE LAST SWAB, start-up - Washable and reusable ear swab with soft rubber ends
 EVERLOOP TOOTHBRUSH, toothbrush with biodegradable and easily replaceable bristles and durable structure.



CASE 1

Ekoplaza, Amsterdam

The explosion of the plastic free phenomenon and the concrete limits of disposables push companies and large-scale retailers to look for alternative solutions.

A virtuous example is provided by the Dutch organic food chain Ekoplaza which launched a significant project in 2018 in collaboration with the environmental group “A Plastic Planet”. The initial and continually implemented commitment was to create dedicated “plastic-free” aisles in stores, having as a requirement the use of non-plastic packaging.

The offer currently includes over 1350 items, from meat to dairy products, with glass, paper or compostable materials entirely replacing plastic in packaging; a challenge in terms of materials’ performance and supply chain organization, which has become a reference case in this context.

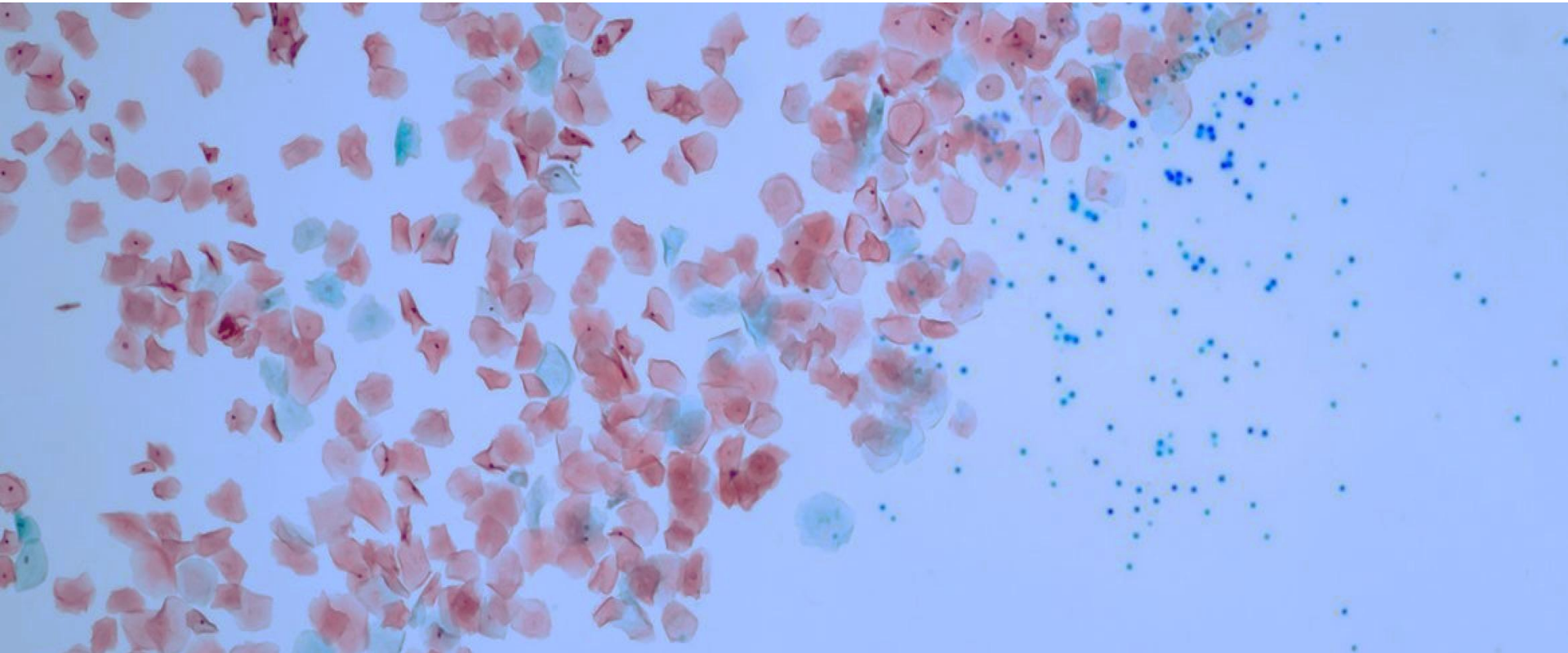


+ CASE 2



+ CASE 3

Free-from: the materials



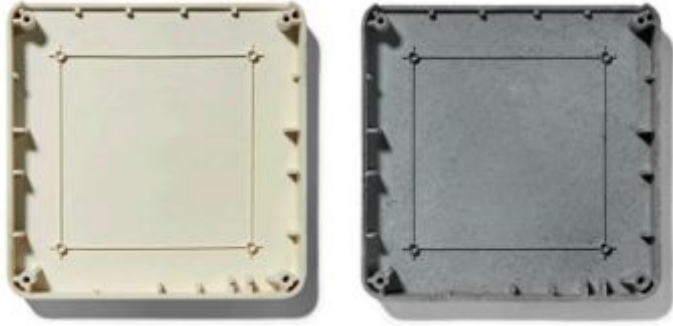
When it comes to materials, this translates into the development of "free-from" solutions and "clean" transformation technologies.



Materials for various industrial applications are designed and developed to be reabsorbed as much as possible in the natural cycle. Examples include:

1. "**Free-from polymers**": compostable plastic materials, also for relatively long-lasting applications, where the polymeric component is reduced to a minimum and in some cases even eliminated.
2. "**Plastic-free**": in packaging, paper-based materials expanding their application potential and replacing plastic.

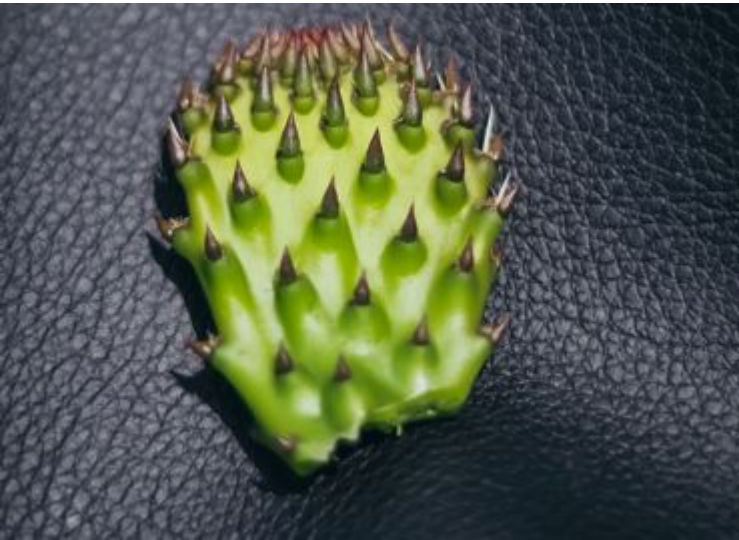




3. "**Toxic-free**": surfaces, floors, resins, binders, adhesives and low- or zero-emissive paints, often plant-based.

4. "**Free-from microfibers**": In textiles, intelligent solutions for the containment of the dispersion of the microfibers produced both in the production and consumption phase (machine wash).

Biodegradable composites for injection molding free of petroleum-derived components
Renewable raw materials from organic cultivation and reduced water consumption.



KW: toxic-free, pure, safe,
organic, back to nature

Example of material sheet

Sulapac®

Sulapac® is a 100% bio-based material that is microplastic-free and a fully biodegradable alternative to traditional plastics.

(...additional information...)

The material is available in various grades for injection molding, with more or less visible fibers.



Sulapac®

Composition:

wood + plant-based binders (unspecified)

Biodegradability: Industrial composting

Recyclability: Closed-loop - The material has been tested to preserve its mechanical properties in mechanical recycling up to 6 times

Applications (current and potential):

rigid jars for anhydrous products, clothing hangers, jewelry boxes, watch boxes, cups, etc. Other applications are possible, as long as the material does not need to withstand high amounts of water, heat, and/or moisture.





Why it is interesting

Free-from microplastics

100% non-food, renewable source

Compostable

Injection moldable (warning: tests should be made to evaluate compatibility with existing plants)

Measured carbon footprint: 0.77 kg CO₂-ekv./1 kg of product material

Company contacts

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