



Health & Beauty Close-Up

Metabolix Adds Newell Rubbermaid to Its Customer List for Mirel Bioplastics

June 25, 2009

Metabolix, Inc. announced that Newell Rubbermaid, Enhanced Coverage Linking Newell Rubbermaid, a global marketer of consumer and commercial products whose brands include Rubbermaid, Calphalon, and Paper Mate, is the customer that will purchase Mirel bioplastic injection molding grade under a previously announced supply agreement.

The specific terms of the contract with Telles, the joint venture between Metabolix and Archer Daniels Midland Company that produces Mirel bioplastics, have not been disclosed.

"After thoroughly evaluating various biobased materials for use in our products, we chose Mirel bioplastic for its unique combination of performance and biodegradability properties," said Bret Marschand, Senior Development Manager, Newell Rubbermaid.

"Mirel molds very well and processes in conventional injection molding equipment. Add these performance characteristics to biodegradability, and we have found a remarkable material that fits into our global corporate sustainability goals."

"We're excited to welcome Newell Rubbermaid and its stable of top brands to the Mirel family," said Bob Findlen, Vice President of Sales and Marketing, Telles.

"The use of biobased and biodegradable materials in product design allows both brand owners and their customers to participate in making environmentally-conscious buying decisions. Our work with Newell Rubbermaid Enhanced Coverage Linking Newell Rubbermaid is another example of how Mirel can be used to support a brand owner's corporate sustainability goals."

In a release, the company noted that Mirel is a family of bioplastic materials with the physical properties of petroleum-based resins, yet with a combination of being biobased and biodegradable when disposed in natural soil and water environments, home composting systems, and in industrial composting facilities in areas where such facilities are available. The rate and extent of Mirel's biodegradability will depend on the size and shape of the articles made from it. However, like nearly all bioplastics and organic matter, Mirel will not biodegrade in conventional landfills.

Mirel bioplastics are available for injection molding, blown and cast film, and cast sheet applications. The first commercial-scale plant to produce Mirel bioplastic resins is being constructed adjacent to ADM's wet corn mill in Clinton, Iowa, the company noted in a release.