

GO FUTURE

Maximizing Green

MAXIMIZING GREEN – MINIMIZING RISK

new sustainable non-stick coating for cookware

We started our sustainability strategy “GO Future” in 2014 with the target to minimize our environmental footprint and launch new sustainable products.

Our “GO Future” definition:

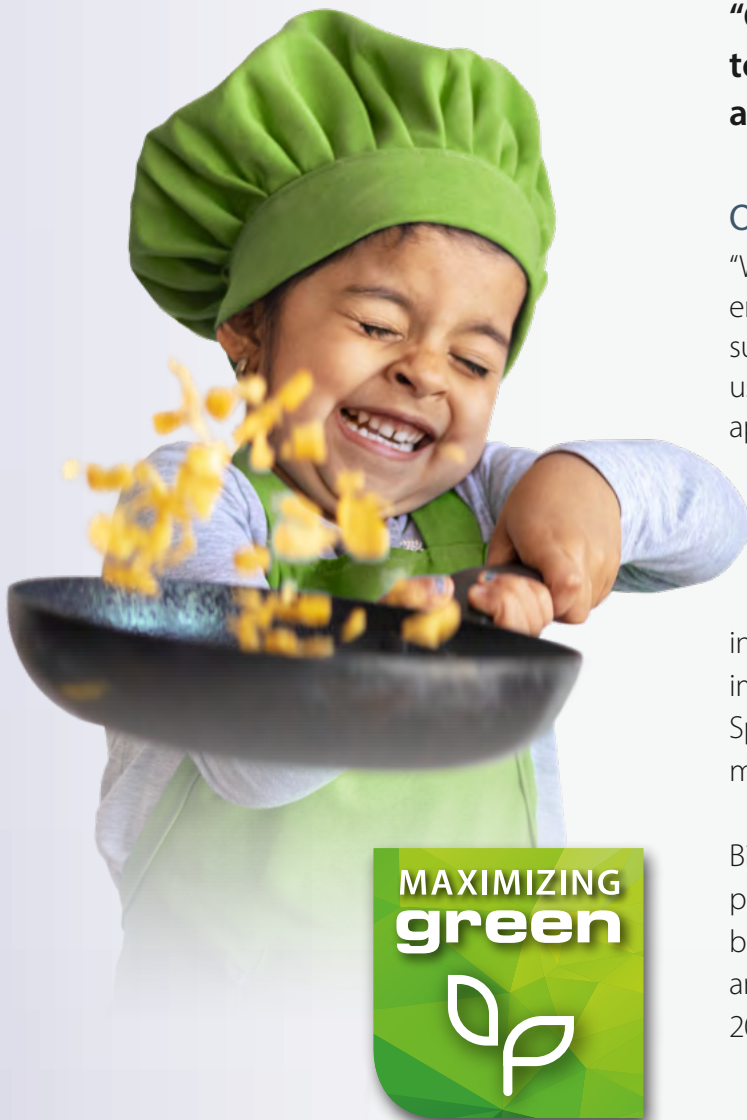
“We fulfill our commitment to people and the environment by providing new coatings based on more sustainable raw materials. Our goal is the earliest possible use of alternative raw materials as soon as they are approved by legal authorities and when they are able to reach the same technological standard”.

Regulatory trends - market situation

Demand for effective sustainability systems is strongly increasing. The scope is no longer just the product, but impact from the complete value chain.

Speed of putting tighter regulations for food contact materials into execution is increasing.

Bisphenol A and PFOA are typical substances that are partly prohibited based on either article or application basis. Already today, all ILAG coatings for cookware are BPA-free and PFOA-free according to EU regulation 2017/1000.





Product features

- Only raw materials that reduce the ecological footprint are used for this product range. The reduction happens not only in the product itself, but also in the entire value chain.
- MAXIMIZING GREEN ist GenX-free, NMP-free, APEO-free, PFOA-free (according to EU regulation 2017/1000).
- Guaranteed same performance as standard products.
- To meet all specific performance demands of customers, we offer MAXIMIZING GREEN for the following product qualities:
ULTIMATE, ULTIMATE HL and PROFESSIONAL.

Product communication

- When using MAXIMIZING GREEN coatings customers get a separate logo that can be displayed together with ILAG's ULTIMATE, ULTIMATE HL or PROFESSIONAL brands.
- Consumer understands use of MAXIMIZING GREEN directly at the PoS.

