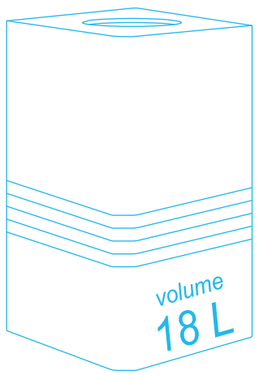
Real Estate Paint Buckets

CONTEXT:

Brazil is one of the world's top five paint markets. In 2014 alone, 1.397 billion liters of paint were produced, this market being dominated by tinplate metal packaging.

With the objective of offering a solution to the paint market that seeks to reduce its environmental impact, Braskem has developed a lighter, 100% recyclable and reusable and more corrosion resistant polypropylene (PP) alternative. In addition, - together with ACV Brasil - it assesses the impact of these packages through its Life Cycle Assessment.

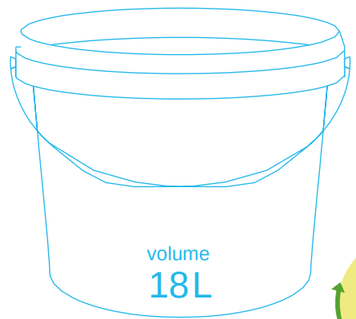


RECYCLING FEE
50%
Fe only

TRADITIONAL CAN (TINPLATE)

UNITARY MASS

980 g



RECYCLING FEE
10%

PLASTIC BUCKET (POLYPROPYLENE)

UNITARY MASS

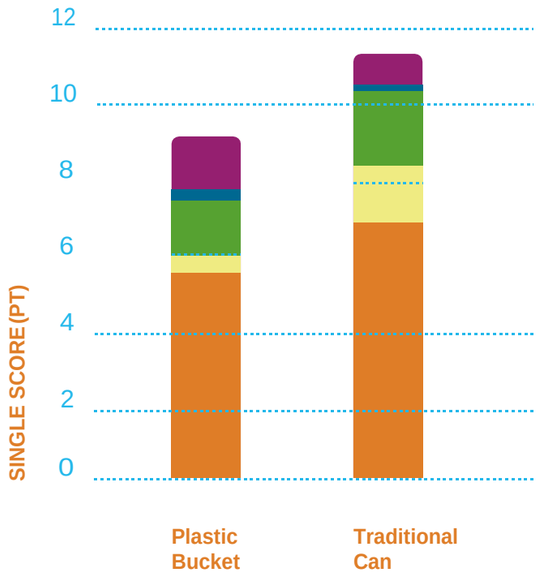
740 g

ADVANTAGES AND DISADVANTAGES:

• Polypropylene buckets are 20% lighter, 100% recyclable and reusable and promote a significant reduction in total environmental impact.

• They are resistant, do not knead and do not undergo corrosion.

• On the other hand, they consume more water and make more use of soil, mainly due to their stages of production and transformation.



SUSTAINABILITY INDICATOR

CLIMATE CHANGE
INHALABLE INORGANIC PARTICLES
ACIDIFICATION
WATER USE
SOIL USE

RESULTS:

• When we look at all impact categories together, we can conclude that plastic buckets are less damaging to the environment than the traditional packaging. The use of buckets is positive to minimize the problem of global warming, despite consuming more water.

• An increase in the recycling rates of PP packaging would further enhance the scenario, further widening the gap between total environmental impacts.

	TRADITIONAL CAN	PLASTIC BUCKET
ACIDIFICATION	1,3x	1x
USE OF NON-RENEWABLE RESOURCES	1,4x	1x
CLIMATE CHANGE	1,2x	1x
WATER USE	1x	1,7x
SOIL USE	1x	1,8x