

## **Aerelle® Blue – New polyester fibre for sustainable bedding while preventing ocean & beach plastic**

**ADVANSA, a leading supplier of sustainable polyester fibres for bedding in Europe, announces the introduction of AERELLE® Blue, a new filling-fibre for pillows, duvets and mattresses, with an environmental benefit.**



The result of a partnership with social enterprise Plastic Bank, this new fibre is made from recycled ocean-bound plastic called Social Plastic®, which helps solve the problem of ocean and beach plastic, one of the most urgent environmental problems of our time. It is estimated that up to 10 million tonnes of plastic waste enters the ocean from coastal communities each year. Plastic bags, bottles and other plastic accumulate forming huge patches of waste. Waves of plastic waste are rolling on our beaches. In the ocean, plastic pollution impacts sea turtles, whales, sea birds, fish, coral reefs and countless other species and habitats. Marine and bay areas are increasingly becoming less viable environments for humans and animals alike. If we don't take action now, there will be more plastic than fish in the sea by 2050.

The goal is to help prevent and reduce the flow of plastic waste into our oceans or beaches, in coastal regions that do not have efficient and formal waste or recycling systems, while at the same time opening up new opportunities for people living in poverty.

Plastic Bank is globally recognized as one of the leading solutions to stop ocean plastic. Featured in the award-winning documentary "A Plastic Ocean", Plastic Bank received the prestigious Sustainia Community Award at COP21, the Beacon For Change Award at COP23, as well as the RCBC Innovation Award. Recently their Blockchain exchange & incentives platform received an IBM Beacon Award.

## PRESS INFORMATION

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Plastic Bank encourages people to collect plastic waste to make impactful changes towards saving the environment and create value for themselves in order to improve their quality of life. Plastic Bank offers collectors incentives in cash or as Blockchain-secured digital tokens that increase their income and provide better opportunities for themselves and their families.



The Social Plastic® created from Plastic Bank ecosystems helps people living in poverty build a better future and improve the environment.

The plastic collected by Plastic Bank is cleaned and recycled, becoming Social Plastic®. This is used by ADVANSIA as a valuable raw material in the manufacture of high-quality polyester filling fibres for pillows, duvets and mattresses. As part of its cooperation with Plastic Bank, ADVANSIA has already invested and processed considerable quantities of Social Plastic® from recycling centres in Haiti and the Philippines. ADVANSIA looks forward to pursuing this investment in the future and to further contribute to reducing ocean and beach plastic with the launch of AERELLE® Blue.

Thanks to high-tech recycling and extrusion technology in its plant in Germany, ADVANSIA is able to ensure the high quality and comfort benefits for these polyester fibres which also qualify



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for the EU Ecolabel. This means fluffy, soft and long-lasting fibre-fillings for pillows, duvets and mattresses which are produced by ADVANSA's licensed customers across Europe. All bedding products produced using AERELLE® Blue fibre-filling will carry an individually numbered label to ensure full traceability and transparency. The reliability and ecological credibility are further supported by a certification process with Global Recycling Standard.

David Bayliss, Business Director at ADVANSA commented “with this new partnership ADVANSA is proud to take another step forward in our Sustainability Program and to offer our customers and end-users, the choice of more environmentally responsible products.”

Lindsay Christianson, Director of Business and Partner Development at Plastic Bank added “we are pleased to announce this cooperation with ADVANSA which builds on the ongoing work of Plastic Bank to prevent the flow of plastic into our oceans and contribute positively by turning plastic waste into a currency for people in poverty and giving them access to a secure income.”

AERELLE® is a registered trademark of ADVANSA.

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### **For more information, please contact:**

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### **About ADVANSA:**

ADVANSA is a European polyester fibre producer, based in Germany, supplying customers worldwide through our network of logistic centres and representative offices in Europe, Asia and the United States. The company brings added value to its customers through advanced and sustainable polyester fibre technology and brands. ADVANSA is characterized by its capacity for innovation as well as the environmental sustainability of its products and industrial processes. The company's efforts and achievements, and a wide range of hi-tech fibres produced by ADVANSA have been recognized by international ecological certification and awards.

[www.advansa.com](http://www.advansa.com)

### **About Plastic Bank:**

Plastic Bank fights ocean plastic and alleviates extreme poverty by empowering disenfranchised communities to turn pollution into wealth. Collected plastic can be exchanged by local residents for rewards such as cash, digital tokens, school tuition, healthcare, and insurance. Membership Bonuses are added to rewards to ensure stable and fair wages for our Members. The plastic is then recycled into raw material, called Social Plastic®, and used to manufacture new products. We call this circular economy the Social Plastic Ecosystem.

[www.plasticbank.com](http://www.plasticbank.com)