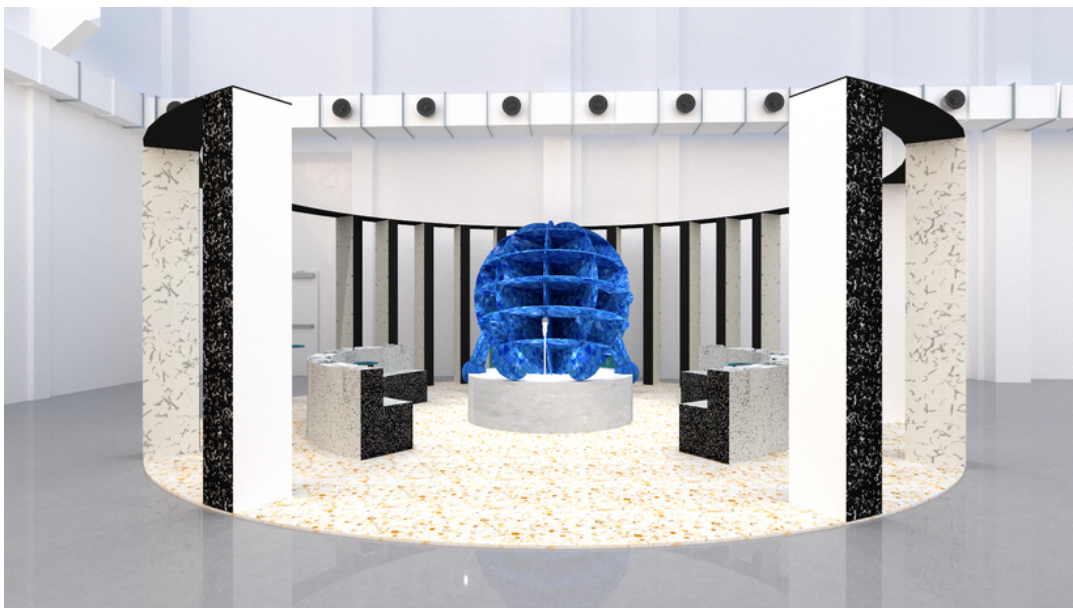


the
**good
plastic**
company



The Good Plastic Company and StudioXAG Join Forces To Give Earth a Voice During Milan Design Week 2024



Milan, March 2024 - The Good Plastic Company, the leading international manufacturer of sustainable materials, will unveil a striking installation called *Hello, Earth Speaking* at Superstudio Più (Via Tortona, 27) during Milan Design Week. Created in collaboration with B Corp-certified StudioXAG, the installation features an enormous sculpture of planet Earth.

Composed entirely of The Good Plastic Company's revolutionary Polygood® material, a range of 100% recycled and recyclable plastic panels, the exhibit promises to captivate audiences and promote a shift in design ethos. Its objective is to illustrate how the built

environment can work in tandem with the Earth by choosing recycled material – not against it.

“Our installation underscores the pressing need for a paradigm shift in how architects and designers approach materials and circular design. By transforming plastic waste into a symbol of environmental consciousness, we aim to spark meaningful dialogue and inspire tangible action,” remarks Dr William Chizhovsky, Founder of the Good Plastic Company. “We’re pleased to be able to share our message to the global design community at this year’s Milan Design Week,” – Dr William Chizhovsky, Founder and CEO of The Good Plastic Company.

The role of circular design in a sustainable future

The installation at Milan Design Week symbolises a dialogue between the earth and the architecture and design community visiting the space. The blue planet makes a direct appeal to make conscious design choices, especially since the sector generates an estimated

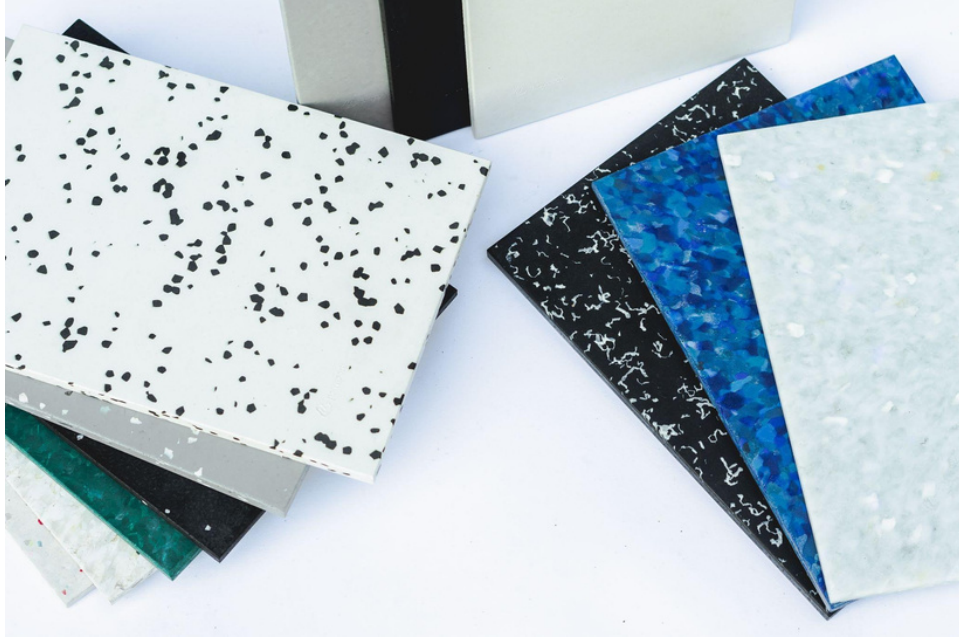
9% of the global CO2 footprint. Visitors will be prompted to contemplate the role of design in shaping a more sustainable future. It’s not solely about creating aesthetically pleasing objects; it's about reimagining the entire design process to minimise waste, preserve resources, and safeguard the planet for future generations.

The message uncovers important revelations about the architecture and design industry and how recycled materials align with the circular design principles, as the industry grapples with availability of sustainable materials and technologies. *Hello, Earth Speaking* brings these issues to the fore. If 70% of a product’s life cycle costs and footprint is determined during its design phase, choosing sustainable materials is a crucial step toward aligning with Earth’s resources and mitigating climate change.

Polygood® serves as a catalyst for the transformation

Offering designers a 100% circular alternative to conventional surfacing materials, Polygood® stands out in the market with its Cradle to Cradle® Bronze certification and Environmental Product Declaration. Its life cycle assessment enables projects to score points in green building and construction rating systems such as BREEAM, LEED, and WELL.

A favorable GWP (global warming potential) of only 1,074 kg per metric tonne is eight times lower than using virgin polystyrene and six times more eco-friendly than a leading traditional solid surface material.



Being a truly circular product, Polygood® is composed of recycled refrigerator and freezer insulation, household electronics, CD disk cases, single-use cutlery, toys, games, cables, acoustic panels, and tubing. At the end of its useful life, the company offers a free Take-Back Programme that recycles old panels for future projects.

The Good Plastic Company leads the way in transforming recycled plastic, making it available for a broad spectrum of applications including furniture, retail fixtures, and other high-caliber interior design elements. The impact-driven company's growing roster of more than 400 clients includes Nike, Adidas, IKEA, McDonald's, Karl Lagerfeld, Jimmy Fairly, Coach, LUSH, Hyundai, Soho House, Samsung, and BMW.

Location: Superstudio Più: Via Tortona, 27, 20144 Milan

Press preview: Monday 15 April 3pm - 8pm

About The Good Plastic Company:

The Good Plastic Company is a mission-driven organisation that has developed a technology to repurpose plastic waste into usable materials. The company produces sustainable surface materials using 100% recycled and recyclable plastic under its Polygood® brand for the architecture & design industry (A&D). Polygood® panels are utilised in the creation of contemporary, environmentally conscious furniture and interior/exterior design elements.

As the leading producer of 100% recycled and recyclable plastic panels, The Good Plastic Company currently operates across eight locations with two factories in Europe. The company recently expanded to North America, with local production facilities planned to operate in 2025. Since 2018, the company partnered with industry giants like Nike, Samsung, Adidas, Coach, Lush, and McDonald's, and leading international design and architecture firms such as Perkins&Will, MVRDV, Gensler, M Moser, to complete over 1000 projects spanning from Tokyo to San Francisco.

<https://polygood.com/>

About StudioXAG:

StudioXAG creates bold spaces that tell big stories. A certified B Corp® studio, based in London and Amsterdam, they create unforgettable immersive experiences on a global scale. Brands like Acne Studios, Hermès and Christian Louboutin trust them to attract new audiences, launch concepts and products, and engage their communities through spaces that spark emotion. Founded in 2009, they're known for delivering WOW moments with innovative strategic thinking, eye popping design and premium sustainable production.

<https://studioxag.com>



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