

“PLATIECO®”, Sustainable Plastic Selected for Bandai’s Tamagotchi
– Contributing to the Reduction of Plastic Use and Greenhouse Gases –



※画像はイメージです。

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Photo of Original Tamagotchi Celebration Egg
(Manufactured: Bandai Co., Ltd.)



PLATIECO® developed by Denka Company Limited

PLATIECO®, an eco-friendly sustainable plastic developed by Denka Company Limited (Head Office: Chuo-ku, Tokyo; Representative Director, President: Toshio Imai), has been selected for the Original Tamagotchi Celebration Egg to be released by Bandai Co., Ltd. (Head Office: Taito-ku, Tokyo; President and CEO: Kazuhiro Takenaka).

The Original Tamagotchi Celebration Egg, as a product contributing to the reduction of plastic use and greenhouse gases emissions, will be exhibited at the Bandai and Bandai Spirits Future Creation Booth at the Tokyo Toy Show 2024 to be held in Tokyo Big Sight from Thursday, August 29 to Sunday, September 1, 2024.

Denka Company Limited has developed PLATIECO®, an eco-friendly sustainable plastic, by combining eggshells, which are normally disposed of or incinerated as a food industrial waste, with polystyrene resin, under the concept of reducing the use of plastics and utilizing organic waste. This time, we have developed a new version of PLATIECO®, which is made by combining eggshells and ABS resin. Boasting both the same durability and formability as the existing ABS resin, this new product was developed by employing a proprietary technology that makes it possible for the resin to contain up to 51wt%*1 of eggshell. We plan to develop a wider range of applications in the future, including those for daily essentials, food packages, home appliances and automobile parts, in addition to toys. We will continue to contribute to the overall reduction in society’s CO₂ emissions through improvements, including the effective use of other natural ingredients.

Denka Group manufactures and supplies functional polystyrene resin products boasting great versatility through its proprietary Styrene Chain. Aiming at the goal of achieving carbon neutrality by FY2050, we will promote the development of environmentally friendly products to realize a sustainable society and meet the needs of society and our customers for a reduction in environmental burdens.

Denka Company Limited will continue contributing to people's daily lives and society by applying its world-class chemistry know-how based on the Purpose of Mission 2030: "Make the world a better place as specialists in chemistry."

*1. wt% (weight percent)

Unit representing concentration by weight

(Ex: 50wt% indicates the mixing of 50g of eggshell into 50g of ABS resin)

[Reference: Previous press releases related to this topic]

• January 30, 2023: Denka Develops "PLATIECO[®]", an Eco-friendly Sustainable Plastic

https://www.denka.co.jp/eng/storage/news/pdf/443/20230130_denka_platieco_en.pdf

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