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HSMG® ANNOUNCES PROTĒAN® CupKOTE™ POLY-FREE BARRIER

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New York, NY – HSMG® proudly presents PROTĒAN® CupKOTE™, a revolutionary solution for truly recyclable cups. It is estimated that half a million disposable drink cups are littered around the globe every day. While a large portion of these cups are made from paper, almost all include a plastic inner lining that does not break down in the environment. Even when properly disposed, the plastic lining presents difficulties for recycling and is not compostable.

HSMG's PROTĒAN CupKOTE barrier system replaces the plastic lining in paper cups with recyclable, biodegradable coatings. CupKOTE is now available for licensing to manufacturers, converters and brand owners outside of the US.

The solution includes a top coat and a base coat that are novel blends of plant-derived additives and selected latex. Each coating is applied by rod, blade or other coater by at the cupstock manufacturer and/or cup converter. The PROTĒAN blend enhances the barrier properties of latex while eliminating blocking and sticking, issues that have largely inhibited the use of latex as water and grease barriers to date.

PROTĒAN CupKOTE is:

- Demonstrated as a water and grease barrier for hot or cold beverage cups.
- Expected to launch its first commercial cups in the US during third quarter 2021.
- Designed to run at full production speed on conventional paper coating equipment.
- Comprised of readily available food grade commercial materials – no specialty biopolymers, etc.
- Available for purchase by licensed manufacturers through the network of HSMG formulators.
- Not fossil-free, due to the inclusion of latex binder. The combined coatings are ~40% fossil content; total coating weight is less than 20 gsm.
- Not heat sealable but is compatible with conventional glues.
- Not a plastic, in the traditional sense. Certain definitions (such as EU SUP Directive) are pending for latex and similar materials.
- Used to make cost-competitive cups that are biodegradable and easily pre/post-consumer recyclable. The latex component of the coatings is typically not considered compostable.

“We are pleased to announce that our CupKOTE barriers will be launched by major brands in the US this year, and we are now ready to identify partners for other markets,” says Lucy Lee, HSMG CEO. “With this announcement we invite manufacturers and brand owners to contact us to be considered for licensing, and also invite anyone with interest in this industry to provide feedback about the product.”

PROTĒAN CupKOTE is one product in a range of solutions for oil, grease and water barriers aimed to replace plastics and fluorochemicals in paper and molded fiber products. HSMG offers all bio-based solutions, as well as solutions like CupKOTE that increase the bio content of traditionally fossil-derived products.

For further information contact Michael Lee at mlee@hsmgrp.com.



PRESS RELEASE

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About HSMG® LLC

HSMG® LLC is the eco-tech operation of Greentech Global Pte. Ltd.™ We develop and license our patented additive and barrier coating platform technology, PROTÉAN®, to pulp, paper and packaging manufacturers and specialty chemical companies. We offer water-resistant and/or oil- and grease-resistant alternatives to plastic coatings and fluorochemicals in a broad range of cellulose-based single use products. Formulations made with this platform technology can be recyclable, biodegradable and compostable. To learn more, please visit: www.hsmgrp.com.

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