

# We have to confess: Since 1952 our industry has sold you nothing but air.

We know this is quite a hard fact to swallow. All these years, we have been producing a material that has excellent insulation and cushioning properties, that is both light-weight and robust, keeps the cold things cold and the warm things warm, and then we tell you it's nothing but air. But before you ask for your money back, let's look back to the year 1949. A German scientist at BASF called Fritz Stastny made a wonderful discovery while experimenting with tiny polystyrene pellets which he kept in shoe polish cans. When he forgot one can in the drying cabinet, it had expanded to more than 50 times its original size. A "miracle" material was born and it was made of 98% air. It was first present-

ted to the general public at the Plastics Fair in Düsseldorf in 1952 and created quite a stir. 60 years later, and it is still going strong as the material of choice for insulation and high-performance packaging and moulded parts. But with many different names and designations in use across Europe, including pepschuim, white cork or köpük, it's unique quality has almost nearly been forgotten. Which is why we felt it was time to look at this material with new eyes and re-introduce you to its most important property – air. And so we present airpop – the smartest way of engineering air.

After all, it is the engineering ingenuity of Fritz Stastny and



countless engineers thereafter, working in our industry across Europe, making innovative products with 98% air captured within a 2% cellular matrix, that is smart engineering at its best. They are teaching air to protect and insulate the things that are most important in our life. They are teaching air to insulate houses across Europe, so that we can reduce our energy consumption by up to 50% and remain warm and cosy in the winter. They are teaching air to protect sensitive goods, so our flat screen-television arrives in one piece. They are teaching air to be hygienic and safe, so the food we eat is kept fresh and delicious. Above all, they are teaching air to be cost effective,

versatile, efficient and affordable in many different ways. That's the smartest way of engineering air we can think of.

Being smart is also about thinking ahead and we all know we should reuse, recycle or reduce, to ensure that we are using resources sustainably. That is why it is important to know that products made of airpop can be same-recycled or up-cycled up to seven times. And with 98% air there is really not that much left over at the end of the day. But that was the point we were trying to make all along.

**airpop**<sup>®</sup>  
engineered air