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TotalEnergies, MPG Manifattura Plastica S.p.A. and Froneri announce the commercial launch of bio-based ice cream plastic cups made from Certified Renewable Polypropylene

Paris, June 16, 2021 – TotalEnergies, MPG Manifattura Plastica S.p.A. and Froneri join forces to develop a sustainable food packaging made from Certified Renewable Polypropylene.

The multinational ice cream manufacturer Froneri - Joint Venture between Nestlé and R&R Ice Cream - has placed an order with MPG Manifattura Plastica S.p.A for 100 million plastic cups made from TotalEnergies Certified Renewable Polypropylene for their iconic brand Coppa del Nonno. This renewable polypropylene produced from bio-based naphtha offers virgin-like performances with a reduced carbon footprint and is fully recyclable. MPG is the first company in Italy to be certified for the production of rigid plastic food packaging from renewable feedstock.

This value chain partnership combines TotalEnergies' technologies and MPG's plastics conversion expertise to meet Froneri's sustainability objectives and contribute to reducing the carbon footprint of food packaging.

"This innovative collaboration with MPG and Froneri supports our goal of reaching a leading position in polymers from renewable feedstock and meets a strong demand from our customers. The development of this new pathway also contributes to our ambition of producing 30% recycled polymers by 2030," said **Valérie Goff, Senior Vice President, Polymers at TotalEnergies.**

Giampiero Perego, Chairman of MPG, explains: "This is an important innovation, both for our company and for brand owners. It allows to put on the market a product with a reduced environmental impact, saving up to 2.4 kg of CO₂ for each kg of polymer used compared to conventional polymers from fossil feedstock. This partnership proves our ability to integrate sustainability, innovation and quality, and sends a clear message to a food packaging market undergoing profound transformation."

"This important step into a more sustainable packaging route for Coppa del Nonno, the coffee ice cream leading brand in Italy, is an evidence of the growing focus that Froneri is putting behind the topic of sustainability for the company and its consumers," said **Giulia Massoli Taddei, Head of Marketing at Froneri Italy.** "Especially the younger tier of our consumers is really looking for sustainable packaging while they buy an ice cream and we are going exactly in the direction of being more sustainable using TotalEnergies Certified Renewable Polypropylene for the iconic cups of Coppa del Nonno".

TotalEnergies Certified Renewable Polymers follow ISCC PLUS (International Sustainability & Carbon Certification) scheme that secures the chain of custody and traceability along the value chain from feedstock to final product.

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Notes for editors

About TotalEnergies

TotalEnergies is a broad energy company that produces and markets energies on a global scale: oil and biofuels, natural gas and green gases, renewables and electricity. Our 105,000 employees are committed to energy that is ever more affordable, clean, reliable and accessible to as many people as possible. Active in more than 130 countries, TotalEnergies puts sustainable development in all its dimensions at the heart of its projects and operations to contribute to the well-being of people.

About MPG

MPG production is mostly concentrated on packaging for the food industry; in addition to Froneri, other important national and international food companies such as Igor Gorgonzola, Unilever and Valsoia for ice cream and Kraft-Heinz for baby food use MPG packaging for the packaging of their products.

About Froneri

Froneri International Ltd. - joint venture between Nestlé and the British R&R Group - is the second largest ice cream company in the world.

Operating in more than 20 countries and with around 10.000 employees, the company's ice cream portfolio includes historic brands such as Coppa del Nonno and Maxibon, as well as new premium ones like Nuii.

Froneri's vision is to Build the World's Best Ice Cream Company.

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Immagini correlati



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(Photo: Total, PR037)

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