

Case Study

# UL Solutions validates A.D. Compound's recycled content claims



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## UL Solutions Validates A.D. Compound's Recycled Content Claims

A.D. Compound, a leading producer of plastics for use in industry and in consumer goods, worked with UL Solutions to help validate sustainability attributes of their compounds to differentiate their products in the marketplace.

A.D. Compound is a world leader in the production of high-quality recycled polypropylene compounds, which are used in manufacturing a wide variety of products including automotive parts and accessories, household appliances, furniture, housewares and consumer goods.

Based in Galliate, Italy, the company has more than six decades of experience in the polymer sector and currently specializes in compounds produced from industrial waste plastic that yield quality, resistance and durability performance characteristics equivalent to those of virgin compounds. With a focus on sustainability and corporate responsibility, the company is strongly committed to research, development and innovation in recycled and bio-based compounds.

Faced with unfavorable news reporting on plastics and a market that is largely unaware of the possibilities for sustainable plastics production, A.D. Compound sought to

differentiate its products from those of its competitors by creating transparent production processes and certifying sustainability attributes for various compounds — specifically for recycled content and bio-based content.

At the same time, the company wanted to counter pervasive “greenwashing” in the plastics industry, which involves manufacturers making false or misleading claims about their products in an effort to appear environmentally responsible. Greenwashing has proliferated as consumers have grown more likely to consider products’ sustainability in their purchasing decisions.

A.D. Compound management concluded that obtaining objective validation and certification of their products’ sustainability claims from UL Solutions would help them educate consumers and build brand trust.

## UL Solutions Environmental Claims Validation Services

Our Environmental Claim Validation program helps manufacturers communicate their products' environmentally preferable attributes clearly and credibly, equipping them with a powerful tool for differentiation in a competitive and increasingly cluttered marketplace. We validate a variety of sustainability attributes for recycled content, including verifying products' post-consumer, pre-consumer (post-industrial), closed-loop and total recycled content.

For bio-based products, we can verify that a product contains bio-based content through testing. Examples of bio-based content include polylactic acid (PLA), crop residues and wood residues, among others. Our validations provide objective, third-party confirmation that confirms that products are as green as their producers claim.

Through rigorous scientific analysis, we can help companies prove that their products live up to specific environmental claims and do not perpetuate greenwashing. This provides a distinct advantage in an ambiguously green marketplace. Certification of recycled content emphasizes your supply chain's efficiency and integrity and conveys your company's commitment to environmental stewardship and corporate responsibility. The UL Environmental Claim Validation Mark enables you to confidently showcase your recycling efforts at a consumer level; contribute to LEED points, raising visibility among key specifiers; and earn a place on UL **SPOT**, a complimentary online database that allows purchasers, retailers

and consumers to identify products with sustainable attributes they can trust.

### A.D. Compound chose UL Solutions for flexibility and expertise

A.D. Compound sought to counter the effects of greenwashing and pervasive misinformation in the marketplace by verifying the recycled content of specific polypropylene and bio-based compounds throughout the production process, from raw material to finished product. To do this effectively, they felt they needed to work with an objective third-party provider to evaluate their processes and validate their recycled content claims; they turned to UL Solutions.

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*"Both post-consumer and post-industrial recycling streams are subject to strong variation in composition and quality. The plastic recycling process can get very complex."*

*Additivation with primary materials to shape the properties, performance and especially the stability of plastic materials is also well-known, but it becomes crucial when input material flow constantly fluctuates."*

*-Maria José Monteagudo Arrebola, environmental program manager, UL Solutions.*

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The company worked with UL Solutions to develop robust production tracking software that monitors all significant process parameters in real time, from input flow to finished product. UL Solutions audited the specified recycled plastic and bio-based

compounds against UL ECV 2809, the Environmental Claim Validation Procedure (ECVP) for Recycled Content. A.D. Compound was able to achieve Environmental Claim Validation when the company demonstrated the exact percentage of recycled content in its products after implementing an additional quality control process and improving its coding system to enhance data traceability.

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*"UL Solutions has proved to be a serious and reliable partner, has helped us to carry out the analysis of each batch in a thorough manner, and has allowed us to perfect our software to ensure traceability at all stages of the production process,"*

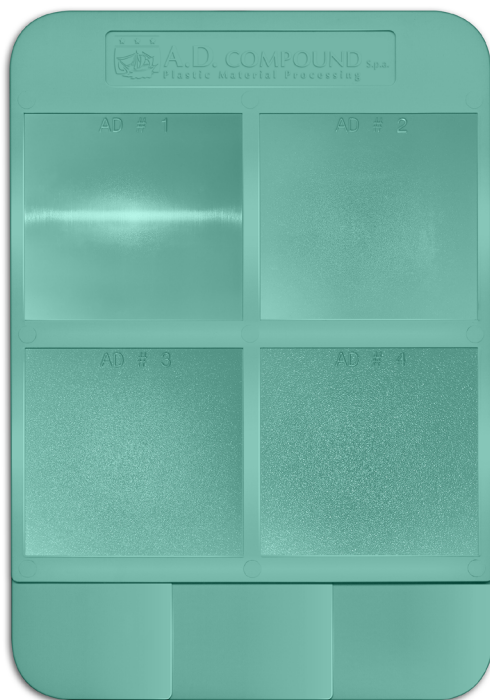
*-Silvana Marconi, marketing coordinator, A.D. Compound*

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## CASE STUDY



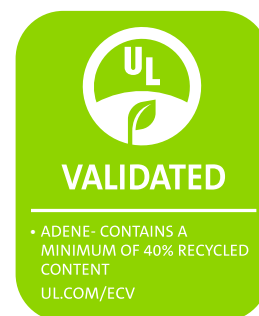
The UL Solutions Environmental Claim Validation program is flexible and tailored to each customer's individual needs. Because claims are customer-specific, A.D. Compound can use the validation of its recycled content claims to market certified products as having unique characteristics, differentiating these products from those of its competitors.

*"At A.D. Compound, we are always eager to find new ways to synergize among different disciplines that may appear to be almost totally unrelated, such as plastics and wood," explained Marconi. "By using wood residues, we are able to show the wood industry that even seemingly insignificant residues can contribute to sustainability — they can be used as the filler of a plastics compound."*

UL Solutions fulfilled A.D. Compound's innovative objective of combining materials from very different sources. The Environmental Claim Validation program confirmed the sustainability of compounds derived from multiple sources. In this case, the plastics resin achieved validation for recycled plastics content, and the filler sourced from wood residues achieved validation for bio-based content.

*"Our products can boast an added value and now differ from those of competitors, thanks to the UL Environmental Claim Validated Mark, which always arouses great interest and is seen as an effective guarantee of reliability," said Marconi. "This encourages us to continue on this path, which is that of certification not only of the compound but of the entire production chain, because we believe that*

*it is increasingly important to demonstrate the effective sustainability of the products that are placed on the market."*



*"A.D. Compound truly believes that sustainability is meaningless without transparency. Validation of recycled content percentage in products is of utmost importance in the current confused green marketplace. It is a sign of commitment and credibility to have a third-party mark on final products that adds value to the very complex process of plastic recycling."*

*– Maria José Monteagudo Arrebola, environmental program manager, UL Solutions*

## Certification enhances brand identity and builds trust

A.D. Compound worked with UL Solutions on environmental claim validations for some of its compounds, delineating processes and parameters for evaluating a designated compound across its entire life cycle. Ultimately, the company obtained validation of recycled content claims for its Alden and Adene lines of recycled compounds, as well as its Adfil line of bio-based compounds.

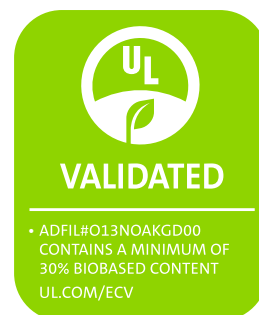
Company representatives have been pleased with the impact of UL Solutions Recycled Content and Biobased Content Validations and feature the validation Marks prominently in their promotional materials.

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*"Thanks to the UL Solutions certification, A.D. Compound has achieved the result they proposed, as evidenced by the positive feedback obtained from their stakeholders."*

*-Maria José Monteagudo Arrebola, environmental program manager, UL Solutions.*

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**For more information on our Environmental Claim Validation Services, visit:**

**[UL.com/services/environmental-claim-validation](https://www.ul.com/services/environmental-claim-validation)**

**[UL.com/services/recycled-content-validation](https://www.ul.com/services/recycled-content-validation)**

**[UL.com/services/bio-based-product-content-validation](https://www.ul.com/services/bio-based-product-content-validation)**

**Validated products are available on the [UL SPOT Product Database](#)**



**[UL.com/Solutions](https://www.ul.com/solutions)**

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