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i2M Launches ReNew™ DigiFlex - a Sustainable Breakthrough in Vinyl Film Technology

The First Digitally Printable Vinyl Film Sustainably Made with 25% Recycled Content

FOR IMMEDIATE RELEASE

MOUNTAINTOP, PA, 31 January 2024 – i2M, a trailblazer in the plastics industry and one of the top female-led plastics manufacturers in North America, has unveiled its latest groundbreaking innovation - ReNew™ DigiFlex. This revolutionary product - a high-performance, digitally printable calendared vinyl film is made with 25% recycled content, marking a significant milestone as the first of its kind in the pressure-sensitive films industry.

ReNew™ DigiFlex was born from i2M's mission to manufacture high-quality products that have a smaller carbon footprint and reduce plastic waste. Developed through years of research and testing, ReNew™ DigiFlex isn't just about recycling post-industrial plastic; it's about repurposing it into a high-performance solution that mirrors the physical properties of virgin products. Users can expect features such as UV resilience, excellent lay flat, and a smooth printable surface. A pressure-sensitive, calendared vinyl, ReNew™ DigiFlex finished applications range from decal film, labels, signage, overlaminates, and floor graphics.

This launch comes on the heels of i2M receiving the 2023 Recycler of the Year Award from the Vinyl Sustainability Council, recognizing its outstanding contributions to sustainable practices in the industry. In 2023 alone, i2M successfully recycled an impressive 15 million pounds of post-industrial and post-consumer vinyl.

Commenting on the launch of ReNew™ DigiFlex i2M CEO, Alex Grover said; "With the launch of ReNew™ DigiFlex, we're translating words into action. We're here to show the world that when you select an i2M vinyl product, you don't have to choose between sustainability and performance. You get the best of both. I am incredibly proud of the development team that spent years bringing this product to fruition and can't wait to demonstrate what recycled vinyl can do - we're just getting started." As the plastics industry grapples with sustainability challenges, i2M takes a bold step forward with ReNew™ DigiFlex. This product is not only about applications and features; it's about creating a future where innovation and environmental responsibility go hand in hand.

This year and beyond, i2M will continue to take action to meaningfully reduce its carbon footprint and execute targeted strategies that reduce plastic waste and preserve our Planet's valuable natural resources.



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For more information on ReNew DigiFlex®, i2M products, or other sustainability initiatives please visit www.i2M.com

About i2M

i2M, headquartered in Mountaintop, Pennsylvania is a leading United States manufacturer and gravure printer of flexible polymer films. Committed to a future driven by purposeful polymers, we're here to disrupt the plastics industry with sustainable product innovation that exceeds expectations.

i2M holds the prestigious Women's Business Enterprise National Council (WBENC) certification. This certification is widely recognized as one of the most difficult and rigorous to achieve, underscoring i2M's dedication to and leadership in true female operational ownership.

i2M secured the prestigious 2023 Recycler of the Year Award for its groundbreaking ReNew Champions Post-Consumer Plastic Recycling Program, bestowed by the Vinyl Sustainability Council (VSC).

For more information about i2M please contact: Nicole Fenner at nfenner@pavone.net