



# Reup<sup>®</sup>

Reimagine. Renew. ReUp.



versalis

# ReUp®

Reimagine. Renew. ReUp.

## Reimagine the future

*Inspired by  
tomorrow,  
driven by  
sustainability.*



Versatile, lightweight, strong. Plastic is a unique material. Ever since it was first marketed, plastic has forever changed our habits and tastes. Its potential provides countless solutions capable of embodying the ideas of designers from all over the world.

**Today, plastic is also more environmentally sustainable.**

ReUp® is the Italian brand that makes plastic, entirely or partially derived from renewable sources or recycling, a material destined to continue a story in which new technology helps designers to create furnishings that add a stylish and practical touch to both current and future living space.

The result of an Italian supply chain using chemical and technological processes to create innovative, more environmentally sustainable solutions, ReUp® is a novel way of looking at plastic. Of using it and experiencing it.

# Renew the cult

ReUp®  
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*tomorrow's  
plastic,  
today.*

ReUp® reimagines plastic in order to promote a new way of coming up with solutions, ideas and scenarios for the world of design and home decor.

**ReUp® expresses a new vision, not only production-related, but also and above all cultural, of new plastic, that entirely or partially derived from renewable sources or recycling.**

ReUp® aims to transform plastic from an icon of the past to a material of the future, capable of meeting people's daily requirements. A constantly-evolving material, just like the world around us.

# ReUp the style

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*Heading  
towards a  
new concept  
of design,  
together.*

**ReUp®**  
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Design is functionality that turns to beauty. For this reason, ReUp® works alongside designers who care about the world they live in and are on the constant lookout for solutions capable of combining looks and practicality by creating exclusive collections aimed at everyone.

**The future is the present as it takes shape.**

Therefore, we want to consider ReUp® not just a brand, but a composite, open, dynamic project. A hub with its finger on the pulse where industry professionals meet to create and share ideals and visions.

# Our range

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ReUp®  
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**Our range of plastics entirely or partially derived from renewable and recycled materials represents a revolution for designers and manufacturers seeking increasingly innovative and more environmentally sustainable solutions with no trade-offs as regards technical performance and aesthetic qualities.**

Thanks to the ongoing progress made by our research and development team, the ReUp® range offers comparable quality to conventional plastics due to its excellent mechanical properties and processing versatility.

In addition to their technical reliability, these materials unlock new creative possibilities: matt or gloss finishes, along with numerous bright or subtly-shaded colours, enable the creation of unique objects with an extremely striking appearance.

Balance®

Innovative ISCC PLUS-certified Balance® products are also made using bionaphtha obtained from natural vegetable oils and waste through the Mass Balance approach, a recognised method that guarantees a match between the environmental sustainability performance of the alternative feedstock, blended with conventional naphtha, and that of the end product. These products guarantee identical performance, quality and properties to conventional products, having the same chemical composition and physicommechanical performance as standard plastic products.

balance®

Versalis Revive®

Versalis Revive® is the product line containing raw material produced by mechanical recycling. With this range, we are tackling one of the circular economy's most demanding and virtuous technological challenges: giving new life to plastic waste.

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revive®

# Features and benefits

Materials chemistry and technology expertise enables ReUp® to offer a wide range of extremely-versatile, high-performance products that meet the various requirements of design specialists in an efficient, specific and more environmentally-sustainable manner.

## Features of ReUp® plastics include:



### *Improved sustainability*

All materials are made from plastic entirely or partially derived from renewable sources or recycling.



### *Flexibility*

Readily adaptable to any project without restricting designer creativity in any way.



### *Resistance*

Offering high performance as regards sturdiness, impact strength, wear and tear.



### *Colour*

The raw material is supplied in a vast range of full or gradient colours, both matt and gloss.



### *Finish*

A huge range of finishes and textures are available, offering designers countless creative possibilities.



### *Lightness*

They can be supplied as bags or sheets of lower weight than other materials used in the design sector.



### *Safety*

Guaranteed in accordance with specific environmental sustainability certification, such as ISCC PLUS (International Sustainability & Carbon Certification) for Balance® products and Plastica Seconda Vita (PSV or second life plastic) for Versalis Revive® products.

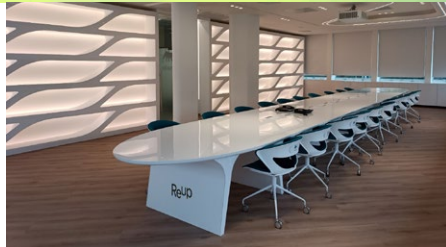
# Sectors

The wide range of plastics entirely or partially derived from renewable sources is designed to meet the needs of various fields of application, each with specific performance, processing and aesthetic requirements.

ReUp® plastics offer excellent solutions for:

## Home decor

In the furnishing sector, the choice of materials is essential for aesthetics, functionality and durability. ReUp® plastics offer versatile surfaces, textures and colours, adapting to any environment.



## Offices and commercial premises

ReUp® plastics offer versatile solutions combining coordination, strength and functionality, ideal for furnishings subjected to heavy use with no loss of quality. Furthermore, their specifications make them a more environmentally-sustainable choice than conventional products.

## Bathroom fittings

Bathroom fittings require aesthetically-pleasing, practical and hard-wearing materials. ReUp® plastics offer smooth surfaces, high-end finishes and modern colours, perfect for areas designed for fitness and personal wellbeing.



## Lighting

ReUp® offers bespoke finishes (translucent, matt or transparent) for the lighting sector, modulating light to suit design requirements. The variety of colours and transparencies enables the construction of lamps and diffusers that enhance every room, from bright colours to more delicate shades.



# More environ- mentally sustainable furnishings, custom

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Versalis' expertise in the field of plastics derived from renewable and recycled materials allows ReUp® to offer bespoke products combining outstanding design and cutting-edge technology.

ReUp® works with designers and businesses to develop customised furnishing solutions specifically designed to address customer requirements with a particular focus on environmental sustainability issues.

The ReUp® team assist the customer throughout the process: from careful choice of materials to technical design and prototype development, guaranteeing an end result that combines aesthetics, quality and improved environmental sustainability.

For further details, the e-mail address is [info.reup@versalis.eni.com](mailto:info.reup@versalis.eni.com)



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