

Proposed Presentation Topic: *One Mighty Step:* How small amounts of bio-based materials can make a big environmental impact

Abstract: Introducing a new bio-based thermoplastic to the market can feel like an uphill battle. Despite all of the environmental benefits and cost competitive price point, there is an inevitable skepticism in integrating new materials with such promising value propositions. UBQ Materials, which has patented a bio-based thermoplastic converted from unsorted household waste, has successfully navigated this situation with a range of big brands, from Daimler to Arcos Dorados -- the largest McDonald's franchise in the world -- to global retail solutions provider Mainetti. One way UBQ has successfully forged these partnerships is through the initial integration of small amounts of its material -- sometimes as little as 5%-25% -- which requires shorter R&D and testing periods yet still offsets a product's carbon footprint. Hear from Tato Bigio, Co-Founder and CEO of UBQ Materials Israel, about real case studies of how UBQ has successfully introduced a new material, made from waste, to the production floors of major global brands and is making a significant environmental impact.