

Paris, May 22, 2024

## ***Parc Cataroux in Clermont-Ferrand***

### **The new start-up bobine joins the Michelin Center for Sustainable Materials to develop a ground-breaking innovation in recycling plastic**

In May 2024, bobine – a young Cleantech start-up based on a trailblazing innovation in the plastic recycling market – is striking up a partnership with the Michelin group and joining the Center for Sustainable Materials at Parc Cataroux in Clermont-Ferrand. The two share a common objective: to ramp up the market launch of a revolutionary new plastic recycling technology that enables the production of recycled plastics from currently non-recyclable waste, in order to contribute to the development of sustainable and circular material production solutions.

#### **The development of circular solutions: a crucial challenge, particularly for plastic**

With 50% recycled plastic in "contact-sensitive" packaging by 2040 (EU Single-Use Plastics Directive), mandatory source separation of plastic waste for companies (State at the Service of a Trusting Society, or ESSOC law), and the end of single-use plastic packaging by 2040 (Anti-Waste for a Circular Economy, or AGEC law), French and European regulations are being strengthened to meet ambitious environmental goals. This demonstrates that renewable materials are a central focus today, particularly on the plastic market, of which the environmental impact can no longer be ignored. Today's companies face a major challenge: to ramp up their procurement strategy for circular materials, and to conduct research and development into new recycling solutions.

Today, thanks to an innovative chemical recycling technology, bobine enables the production of food-grade recycled plastics from non-recyclable plastic waste. It represents a real opportunity to achieve the environmental objectives set forth by France and Europe.

For Michelin, the partnership fully aligns with the mission of the Center for Sustainable Materials, conceived as a launchpad for the industrialization of circular technologies: providing young promising Deeptech startups with its facilities, teams, and top-notch expertise in guiding and scaling up technologies involving complex chemical reactions. This center of excellence represents a unique opportunity in France for these startups to accelerate their transition to industrial scale.

"We are delighted to collaborate with bobine to develop this groundbreaking technology for the chemical recycling of plastics," said Pierre Robert, Director of the

Center for Sustainable Materials. "At Michelin, we are convinced that technological progress will contribute to addressing the environmental challenges that the world must face. This partnership represents an important step in that approach."

### **A virtuous partnership to ramp up the market launch of solutions**

Through this partnership and the expertise of Michelin, bobine hopes to develop the first test version of this technology and to ensure the shortest possible time-to-market. The project's launch at Michelin is scheduled for summer 2024, with the aim of achieving initial results by this autumn. "Every week counts; speed is paramount, and that's what we bring to the startups we support," emphasized Pierre Robert.

Vincent Simonneau, CEO at bobine, added, "The partnership with the Center for Sustainable Materials at Parc Cataroux provides us with a unique opportunity to accelerate the development and market entry of our chemical plastic recycling technology. This perfectly aligns with our goal of rapidly scaling up the technology, and it reaffirms our industrial DNA and our commitment to open innovation."

### **About the Center for Sustainable Materials**

The Center for Sustainable Materials is one of the four centers of Parc Cataroux, a revitalization project like none other in Europe dedicated to innovation in all its forms. Its mission is to develop circular supply chains with controlled impact in the field of bio-sourced or recycled materials.

The Center for Sustainable Materials provides its ecosystem, expertise, and facilities adjacent to the Michelin site at Cataroux to ensure the conditions for a successful industrial demonstrator for the startups that it hosts.

### **About Michelin**

MICHELIN, the leading mobility company, is dedicated to sustainably enhancing its clients' mobility; designing and distributing the most suitable tires, services, and solutions for its clients' needs; providing digital services, maps, and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, MICHELIN is present in 175 countries, has 132,200 employees and operates 67 tire production facilities which together produced around 167 million tires in 2022. ([www.michelin.com](http://www.michelin.com)).

### **About bobine**

The technology of bobine was developed by the Institute of Chemistry and Processes for Energy, Environment and Health (ICPEES, UMR 7515), a joint research unit based on a partnership between the French National Research Council (CNRS) and the University of Strasbourg (UdS). After three years of R&D, a patent was filed for the technology, the property of the SNRS and two industrial companies that contributed to its development, SICAT and BLACKLEAF. The two industrials decided to found the company bobine for the development and industrialization of this technology. SATT CONECTUS Alsace, the administrator of the patent, has granted bobine an exclusive license to exploit it.

Through this license, bobine aims to develop a technology for the chemical recycling of plastics, enabling the production of high-quality polymers from non-recyclable plastic waste. This technology, which utilizes heterogeneous catalysis and

electromagnetic induction, allows for the large-scale production of olefins (ethylene, propylene) from waste without the need for a steam cracker. The Environmental Cycle Analysis and Life Cycle Assessment gains represent a significant opportunity for the plastic recycling sector, particularly concerning recycled plastics suitable for “food-grade” components.

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