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Anomatic's Exclusive 100% Recycled Next Generation evercycle™ Boasts Minimum 94% PCR Content

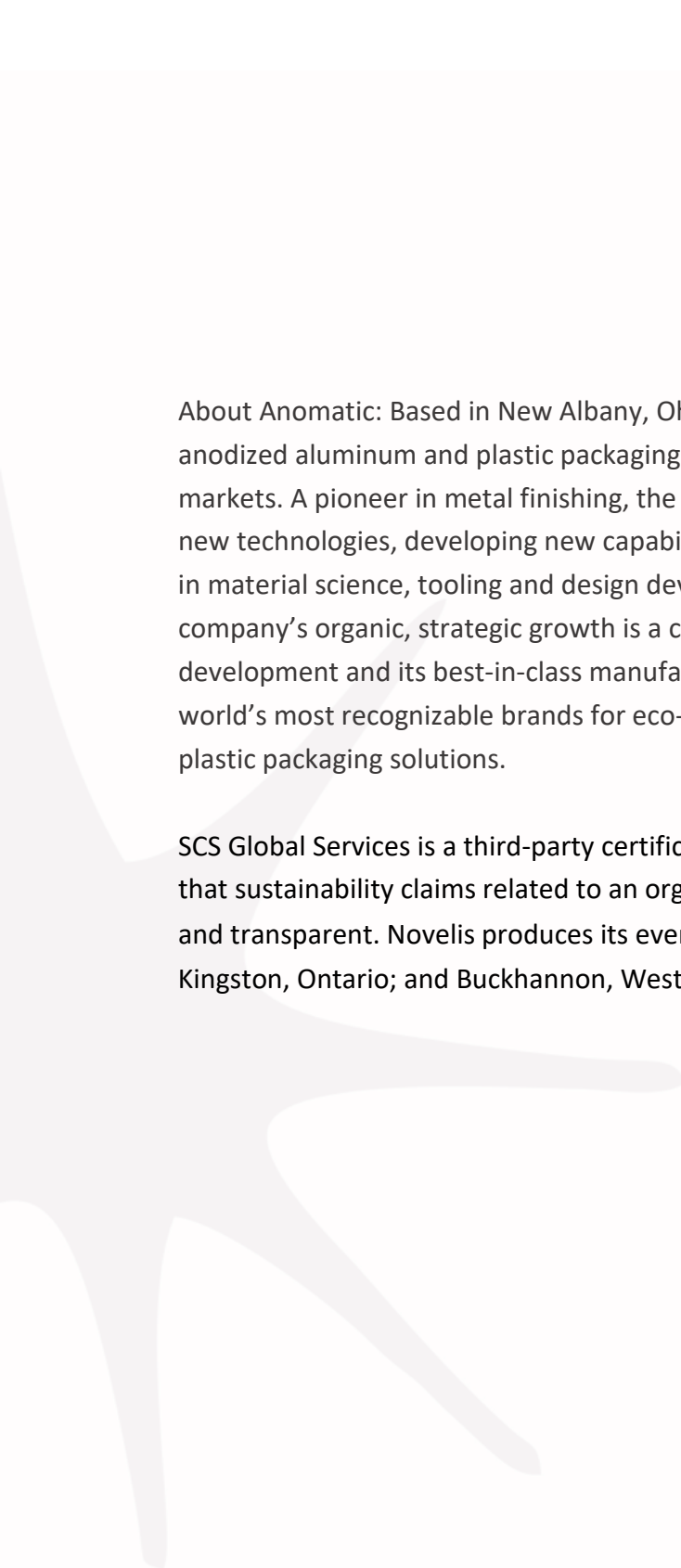
Anomatic, a world-leading, global supplier of anodized aluminum, in partnership with Novellis, the world leader in aluminum rolling and recycling, is pleased to introduce the next generation of evercycle™ one and a half years after the eco-alloy's groundbreaking launch. The 100% recycled alloy is SCS certified to contain a minimum of 94% PCR content, a dramatic increase from the first edition's 60% PCR content.

"At Anomatic, we continually explore new ways to increase sustainable offerings to our customers. Our next generation evercycle™ aluminum alloy offering has undergone continual development to maintain the total recycle content at 100% as well as increase the post-consumer recycle (PCR) content to 94% as certified by a third-party laboratory," says Mark Ormiston, Vice President of Technology and Innovation at Anomatic.

The arrival of the upgraded alloy comes at a critical time as beauty brands worldwide face more stringent regulations to meet stricter environmental standards. Compliance with global requirements paired with the push from eco-conscious consumers is driving brands to invest in creating packaging made from sustainable materials through eco-friendly manufacturing.

"Anomatic continues to bring new sustainable innovations to market by leveraging our many strategic supply chain partnerships. We are committed to supporting our customers' sustainability journey while still delivering exceptional service through supply chain speed and agility," states Greg Beeman, Vice President of Supply Chain at Anomatic.

Next generation evercycle™ is available for production now and meets the existing high standards of quality, color and finish customers can depend on from Anomatic.



About Anomatic: Based in New Albany, Ohio, Anomatic is a full-service manufacturer of anodized aluminum and plastic packaging for the beauty, personal care, and pharmaceutical markets. A pioneer in metal finishing, the company has a rich history of innovation integrating new technologies, developing new capabilities, and building a world-class team with expertise in material science, tooling and design development to full-scale manufacturing, in-house. The company's organic, strategic growth is a clear competitive advantage driving speed in development and its best-in-class manufacturing scalability. Anomatic is partner to some of the world's most recognizable brands for eco-friendly and sustainable anodized aluminum and plastic packaging solutions.

SCS Global Services is a third-party certification company providing independent verification that sustainability claims related to an organization's products and operations are honest, valid, and transparent. Novelis produces its evercycle™ cosmetics alloy in Oswego, New York; Kingston, Ontario; and Buckhannon, West Virginia.