



Better choices  
for a better future.

The world is changing.  
The environment and how we  
protect it is now one of our  
greatest concerns.

Inspired by market insights, Deja™ allows consumers to make smart choices that meet their sustainability ideals. It supports customers meeting new regulations that require **increased recyclability and a reduced carbon footprint.**



73% of Global consumers say they are willing to change their consumption habits to reduce environmental impact.

Nielsen: Global sustainable shoppers report 2018



92% of retailers expect sales of sustainable products to increase in the next 5 years

International Trade Centre, The European market for Sustainable Products Report



\$150 Billion projected consumer spend in the US on sustainable products in 2021

Nielsen Omnibus study 2019



25% recycled content required in PET bottles by 2025

Eu Directive 2019/904

## Together for Better

As a member of the **New Plastics Economy**, our focus is on creating a world where plastic never becomes waste.

We're leading change by committing \$1.5 billion to support the circular economy, helping us all reach our sustainability goals.



Over 50 years of responsible recycling inspired our pledge to recycle 50 billion plastic bottles each year by 2025.



# Made to be remade again.

By asking more of our PET and less of the planet we recognise PET as a valuable resource that is helping close the loop in a circular economy.

Lightweight, yet strong, Deja™ PET works in multiple applications and more importantly, it is 100% recyclable. Through advanced recycling, education and new product development we are increasing the PET we save from waste and reducing the impact on the environment.

Deja's range of sustainable PET, rPET and polymer products has been developed with a **lower carbon footprint** ensuring all products are either **reusable, recyclable or biodegradable**.

## Deja™ can help



Reduce Carbon emissions



Reduce the amount of waste that goes to landfill



Achieve sustainability targets through design collaboration

Deja™ provides confidence to consumers, certification to converters and credibility to retailers. It adds value and margin to partner brands:

Deja™ is suitable for a wide range of applications



Provides a range of high performance Deja™ products (with a programme of ongoing circular solution initiatives)



Deja™ is an inherent part of Indorama Ventures commitment to long-term sustainability through recycling, reduction of virgin material usage, lowering our carbon footprint and increasing use of renewable energy.

**Deja™ is integral to our commitment to contributing to the achievement of the UN 2030 agenda for Sustainable development.**



Member of  
**Dow Jones Sustainability Indices**  
Powered by the S&P Global CSA



Take a different view.

Find out more about Deja™ and our continuous innovation journey to a circular economy. Contact: [deja@indorama.net](mailto:deja@indorama.net) and [deja.indoramaventures.com](http://deja.indoramaventures.com)