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PRESS RELEASE

airpop[®] - a new name for a well-established material

Bad Homburg, May 12th 2014 - Expanded Polystyrene has had many names in Europe: Styropor, PSE, Piepschuim or Polyfoam - to name just a few. We now put an end to this variety: the EPS industry proudly introduces a common European name for EPS: airtop[®] engineered air.

But why give a new name to an internationally established material like EPS? Simply because the name airtop immediately brings to mind what the material is made of - It's air. A lot of air. 98 % air, to be precise. And just a tiny fraction is made of synthetic material, which expands to 50 times its own volume. To protect everything that needs to be protected: our children's heads, TVs, fresh fish and thousands of other things.

The airtop[®]-campaign has been initiated by EUMEPS Power Parts, European airtop[®]-converters, their respective National EPS Associations and European EPS raw material producers. The creative concept has been developed by the communication agency Ogilvy & Mather, Frankfurt / Germany.

The introduction at the interpack is a joint activity of the German IK Industrievereinigung Kunststoffverpackungen e.V. and EUMEPS Power Parts.

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airpop® represents an industry of approx. 200 mainly small and medium sized converters for moulded parts in Europe. They process about 300.000 tons of raw material into airtop® moulded parts. Main customers are producers of household applications, electronic technologies companies, the HVAC and the food industry.

More information at www.airpop.com.

About EUMEPS Power Parts

In 1989, the European Manufacturers of Expanded Polystyrene have merged together into a European association called EUMEPS. Since then EUMEPS reflects the interests of all of Europe's leading EPS manufacturers through national associations.

There are two interest groups within the organization: EUMEPS Power Parts and EUMEPS Construction.

EUMEPS Power Parts promotes the advantages of EPS and provides information about its environmental aspects.

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