

Primex Introduces Sulapac to the U.S. Market **– A Premium Wood Composite for Thermoforming That’s Safe for People and the Planet**

Primex brings Sulapac® – a groundbreaking material innovation – available for packaging manufacturers across the U.S. *Prime Sulapac* sheets offer a safe, sustainable, and high-performance alternative to traditional plastics. Designed with both environmental responsibility and manufacturing versatility in mind, the new material marks a major step forward in the sustainability transition of the thermoforming industry.

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Primex is proud to introduce *Prime Sulapac* sheets – made from a groundbreaking bio-based Sulapac® material that offers a safe, sustainable, and high-performance alternative to traditional plastics. Sulapac® has been developed by Helsinki-based Sulapac Ltd, an award-winning material innovation company trusted by global luxury brands.

By combining the exceptional biomaterial and sustainability expertise, extrusion excellence, and industry experience of the two companies, this partnership has immense potential to accelerate the green transition of the packaging industry at scale.

A Beautifully Sustainable Solution

The Sulapac® material, now offered as customizable sheets by Primex, is a combination of wood from industrial side streams and biodegradable biopolymers. This unique composition delivers the aesthetic appeal of natural fiber products with the durability and functionality of plastics – ideal for thermoforming and a wide range of applications.

The Sulapac® solution for thermoforming features a high bio-based content and is industrially compostable, certified by BPI. The material has a low carbon footprint and can be mechanically recycled, helping to minimize waste and fight climate change. Furthermore, it leaves no persistent microplastics or toxic chemicals behind.

“Our key design principle is to create materials that are safe for people and the planet. To ensure this, we conduct rigorous testing – with internal standards often lightyears ahead of regulation,” says **Joona Kontinen**, Sulapac’s Growth & Innovations Manager and one of the key players behind the thermoforming material innovation.

Ensuring Operational Efficiency

Unlike many other bio-based materials that require strict temperature control during manufacturing, Prime Sulapac offers natural insulating properties that allow for a broader and more forgiving processing window. This results in greater manufacturing flexibility and fewer production challenges.

Its lower thermoforming temperature requirements can result in up to 20% energy savings due to shorter heating times, leading to reduced production time and increased operational efficiency.

For Versatile Applications

Frequently used as a replacement for traditional plastics like PS, PP, and PET, Prime Sulapac excels in packaging inserts and other thermoformed products including point-of-sale displays, logistic trays, single-use food packaging, and blister cards.

Prime Sulapac provides a smooth surface, offering a refined aesthetic for high-end applications.

*“At Primex, we believe sustainability should never mean compromise,” said **Kees Bras**, Vice President – Sales at Primex. “With Prime Sulapac, we’re offering our customers a material that is as responsible as it is reliable—and as beautiful as it is biodegradable.”*

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[Primex](#) is a leading innovator in thermoplastic sheet extrusion and custom material solutions. With a focus on sustainability, performance, and design, Primex delivers products that meet today’s environmental and industry demands.

[Sulapac Ltd](#) is an award-winning material innovation company addressing the global plastic crisis. By replacing conventional plastic with sustainable, beautiful, and functional Sulapac materials, companies can reduce their carbon footprint, eliminate microplastic pollution, and advance the circular economy. Founded by three scientists in 2016, the Helsinki-based company serves customers across various industries on three continents. Investors behind Sulapac®, the patented material innovation, include CHANEL and Sky Ocean Ventures.