

# Revolutionizing Packaging Sustainability: Pallets and Separators Made with Waste

Maxion replaces single-use wooden pallets and plastic separators with reusable plastic Made With UBQ™

## THE CHALLENGE

UBQ Materials worked together with Maxion to explore behind-the-scenes opportunities in Maxion's operations that can significantly reduce the carbon footprint across their supply chain. More specifically, they were looking for opportunities to replace some of the petrol-based materials from Maxion's wheel packaging solutions with more sustainable and planet-friendly ones.

## THE SOLUTION

Maxion decided to team up with UBQ Materials to replace their single-use wooden pallets and plastic separators with reusable plastic Made With UBQ™. UBQ™ is a climate-positive thermoplastic made from 100% unsorted waste, including organics and unrecyclable materials.

## IMPACT

By implementing UBQ, Maxion achieves significant environmental impact in reducing their carbon footprint and diverting waste from landfills or incineration.

## UBQ MATERIALS

UBQ Materials has developed a bio-based thermoplastic made 100% from unsorted household waste. UBQ offers an easy material swap to oil-based plastics and empowers clients to close the loop between the ecosystem of waste and the ecosystem of materials. UBQ Materials mainly targets customers in durable applications such as logistics, automotive, construction, retail, and consumer facing industries.



### HEADQUARTERS

Israel, Tel Aviv

### FOUNDED

2012

### NO. OF EMPLOYEES

51+

### WEBSITE

[ubqmaterials.com](http://ubqmaterials.com)

## ACKNOWLEDGEMENTS

We would like to express our sincere thanks to Can Uckun (Innovation Engineer at Maxion) and Sophie Tuviahu (VP Business Development at UBQ Materials).

## CONTACT FOR THIS PROJECT

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## ABOUT STARTUP AUTOBAHN

STARTUP AUTOBAHN powered by Plug and Play is an open innovation platform that provides an interface between innovative tech companies and industry-leading corporations. The basis of the program is the partnership that develops between startups and the corporate business units. The two entities hold an equal footing from the get-go: together they evaluate the potential for a joint venture, move forward to pilot the technology, and work to achieve the ultimate goal – a successful production-ready implementation. Designed with the intention to exceed startup acceleration, STARTUP AUTOBAHN powered by Plug and Play moderates a community for collaboration with a focus on implementable results. Over the years, the platform has successfully cultivated over 400 projects with more than 300 startups since its founding in 2016.