

# Sales USPs - NOAQ Boxwall

## Material Advantage

The advantages of our specially developed PP over ABS are significant. While ABS may offer a glossy surface finish, our specialized type of PP (Polypropylene) presents numerous superior qualities that enhance the functionality and longevity of our products.

### Here's why our PP stands out:

**1. Lower Carbon Footprint:** Our PP boasts a substantially lower CO2 footprint compared to ABS. Referencing attached data, our PP's CO2 footprint is approximately 2,05 kg CO2-e/kg, significantly lower than the approximately 5,30 kg CO2-e/kg associated with ABS.  
*We are also currently working on mapping the total carbon footprint in our supply chain, which will give us even more sales arguments.*

**2. Enhanced Chemical Resistance:** PP exhibits superior resistance to chemicals, particularly oils. This is exemplified in automotive applications where PP is the material of choice for components such as engine bay covers, due to its resilience against oil exposure.

**3. Improved Heat Resistance:** Thanks to the inclusion of talk, our PP offers superior heat resistance over ABS. Standard PP is comparable to ABS in this regard.

**4. Superior Elasticity:** The elasticity of PP far surpasses that of ABS. This characteristic is crucial in applications such as our straight boxes, where our PP can withstand bending significantly more times before failure. This higher fatigue resistance ensures our products can endure recurring stresses over time without compromising their integrity.

Our material supplier mentioned that there is no question for the use of PP over ABS for our product, considering its advantages. With a focus on durability, environmental responsibility, and overall performance, choosing PP is undoubtedly the optimal choice for the boxwall application.