

**PRESS RELEASE**

***Sirmax and De' Longhi have joined forces to develop Eletta Ultra, a coffee machine featuring exterior parts made from 70% recycled plastic***

The materials used for the lid and panels are made from Green Isoter, a compound derived from end-of-life electronic equipment. Recycled materials from industrial waste, production residues and post-consumer products are also used in the structural and technical components

**Thanks to its sustainability and innovation, the product is among the five finalists for the "PRSE Award", presented at the Plastics Recycling Show Europe 2026 in Amsterdam**

*Cittadella (Padua) 27 April 2026* – On the one hand, **Sirmax Group**, a European leader and one of the world's leading manufacturers of thermoplastic granules for a wide range of applications; on the other, **De' Longhi Group**, a multinational based in Treviso, a global benchmark in the small household appliances sector and an international leader in coffee machines, food preparation and home comfort: **these two Italian leaders have collaborated on the development of the aesthetic parts and structural components of the new Eletta Ultra. Thanks to this support, the new De' Longhi coffee machine incorporates innovative materials containing up to 70% recycled plastic, combining high technical performance with sustainability.**

Eletta Ultra represents De' Longhi's latest technological frontier, a super-automatic coffee machine designed to combine the excellence of Italian espresso with an increasingly responsible industrial vision. Thanks to an intuitive touch interface and state-of-the-art extraction systems, the model offers total customisation of the tasting experience, allowing users to switch effortlessly between coffee-based recipes and milk-based preparations, both hot and cold.

The innovation brought by Sirmax lies primarily in the extensive **use of 'closed-loop' circular raw materials sourced from post-consumer household waste within the WEEE (Waste Electrical and Electronic Equipment) stream** for non-food-contact aesthetic parts, featuring various surface finishes (some textured, others smooth and glossy).

Many components of the coffee machine have been made using the **Green Isoter compound, a plastic material comprising 70% recycled ABS plastic, sourced from end-of-life electronic components**. Sirmax developed the material based on De' Longhi's specific requirements, such as application on matt and glossy surfaces, an aesthetic consistent with that of other materials already in use, and the material's stability to ensure consistent molding parameters over time. For the same coffee machine, Sirmax has also produced other **technical structural**

**components with high mechanical and thermal resistance using recycled materials, in varying proportions and with different polymer resins.**

*“The collaboration with De’ Longhi confirms our ability to supply innovative, high-performance and sustainable materials for the most demanding projects, in line with the commitment and investments made by our Group in customised design according to the principles of the Circular Economy – **comments Massimo Pavin, President and CEO of Sirmax Group** – “This project demonstrates in particular that it is possible to use high percentages of ‘closed-loop’ post-consumer plastic from the WEEE stream for high-value and aesthetic applications, whilst maintaining the required technical properties. This is no small achievement, requiring advanced expertise in which we have made enormous strides and on which we are placing great emphasis”.*

**The coffee machine, born from the partnership between Sirmax and De’ Longhi, will be presented to the public at the 2026 edition of PRSE – Plastics Recycling Show Europe (Stand H86), one of Europe’s most important trade fairs for plastics and rubber, to be held from 5 to 6 May in Amsterdam. Thanks to its characteristics, the product is among the five finalists for the “PRSE Award”, the trade fair’s prize aimed at recognizing achievements in the use of recycled materials, product design and manufacturing. Elettra Ultra has been selected as a finalist for Product of the Year in the Automotive, Electrical or Electronic Product of the Year category, confirming the value of the product on an international level.**

#### **Sirmax Group**

*Sirmax Group, an Italian multinational based in Cittadella (PD), is Europe’s leading non-integrated manufacturer and one of the world’s leading developers of polypropylene compounds, engineering plastics, elastomers, circular and compostable materials for a wide range of sectors: automotive, household appliances, power tools and household goods, electrical and electronic equipment, construction, furniture, agriculture and packaging. Active since the 1960s, Sirmax has grown steadily to establish an international industrial presence with 13 production plants: six in Italy (Cittadella, Tombolo, Isola Vicentina, San Vito al Tagliamento, Salsomaggiore Terme, Mellaredo di Pianiga), two in Poland (Kutno), one in Brazil (Jundiaí), two in the United States (Anderson) and two in India (Palwal, Valsad), as well as sales offices in Italy, France, Spain and Germany. Today, Sirmax is a benchmark for major global players, not only for the quality of its materials, but also for its ability to support customers with specialist know-how, technical consultancy and engineering support, which form an integral part of its value proposition. With 850 employees and a turnover of approximately €420 million, the Group continues to grow in Europe, the Americas and Asia.*

[www.sirmax.com](http://www.sirmax.com)

#### **Press office**

Katy Mandurino - Studio Mandurino - [km@studiomandurino.it](mailto:km@studiomandurino.it) - M. +39 335 7680682

Alessandro Macciò - Studio Mandurino - [am@studiomandurino.it](mailto:am@studiomandurino.it) - M. +39 3494302898

Chiara Simionato - Sirmax Group - [csimionato@sirmax.com](mailto:csimionato@sirmax.com)