



**HYGIENE
& COSMETICS**



LIGNIN-BASED BLACK PIGMENT ENABLING BLACK PLASTIC RECYCLING



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UPM Circular Renewable Black is a lignin-based pigment made from responsibly sourced wood that replaces fossil black pigments in plastic packaging without changing feel, processability or the signature deep tone. Unlike traditional black plastic, which near-infrared sorting technology cannot detect, this pigment stays fully detectable, keeping black packaging inside existing recycling streams and lifting recycling rates for products that would otherwise be lost to sorting. An independent life cycle assessment reviewed by DEKRA Assurance Services confirms a cradle-to-gate carbon-negative footprint, verified against ISO 14040 and 14044 standards. The pigment integrates into existing manufacturing processes, giving brand owners a way to keep premium black aesthetics while meeting circularity targets.

