# “Feather” Introduces Sustainable Shampoo Bottle with New Design for Low-Carbon Lifestyle: A Recycling Innovation Collaboration between SCGC and Kao

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**Bangkok – 5 September 2024**: SCG Chemicals, or SCGC, a leader in integrated polymer business solutions for sustainability, has partnered with Kao Industrial (Thailand) Co., Ltd., a leading manufacturer of consumer goods and chemical products from Japan, known for brands such as Attack, Bioré, Haiter, Magiclean, Laurier, and Feather, to develop sustainable recycled packaging for the “Feather” hair care products. This packaging is made from high-quality recycled plastic resin, SCGC GREEN POLYMERTM, utilizing SCGC's advanced recycling technology. The packaging is designed to have a low carbon footprint and is 100% recyclable, adhering to circular economy principles to maximize resource efficiency. This collaboration aims to significantly reduce greenhouse gas emissions and contribute to a low-carbon society while maintaining the quality of the product and ensuring consumer convenience.

**Yuji Shimizu, President of Kao Industrial (Thailand) Company Limited**, said, “When people think of Kao, one of the products that everyone knows is the 'Feather' shampoo brand, which has been a part of Thai households for 60 years. Feather was the first product that Kao introduced in Thailand, evolving from the original powdered sachet form to its current format. In addition to continuously developing its formulas, Kao has also been committed to advancing its packaging to meet environmental needs. In 2024, Kao revamped its packaging by collaborating with SCGC, a leader in integrated recycled plastic technology, to develop sustainable bottles for the 'Feather' hair care products. By choosing High Quality PCR HDPE Resin, we are giving new life to used plastic, transforming it into valuable materials once again.”

**Sakchai Patiparnpreechavud, Chief Executive Officer & President of SCG Chemicals (SCGC)**, said, “SCGC specializes in recycling technology and offers a wide range of green polymer solutions to meet the diverse needs of customers across different industries, such as packaging and electronics. SCGC develops production formulas and technologies tailored to these needs, ensuring both quality and environmental sustainability. In our collaboration with Kao, SCGC has developed high-quality recycled plastic resin, SCGC GREEN POLYMERTM, using High Quality PCR HDPE Resin for Feather shampoo bottles. This packaging has a low carbon footprint, is 100% recycle, and is safe for contact with the product without affecting its properties.”

The “sustainable Feather shampoo bottle” is designed to align with a low-carbon lifestyle and is 100% recyclable, as no color is added to the plastic. Furthermore, the label is designed with a perforation for easy removal, facilitating the recycling process. This helps reduce plastic waste and greenhouse gas emissions, which contribute to global warming and climate change.

**About SCGC**

SCG Chemicals, or SCGC, is a leading integrated chemical player in the region, focusing on sustainable business growth and sustainability. With strategic bases in Thailand, Indonesia, and Vietnam, it offers a full range of petrochemical products, from upstream production of olefins to downstream production of three main plastic resins: polyethylene, polypropylene, and polyvinyl chloride.

SCGC is advancing the economy in ASEAN and elevating the quality of life for people, aiming to become a “Chemicals Business for Sustainability” in line with the Sustainable Development Goals (SDGs) and Environmental, Social, and Governance (ESG) principles. This includes efficient resource utilization in accordance with circular economy principles, emphasizing the development of Green Innovation & Solutions. Such solutions include Green Polymers under the SCGC GREEN POLYMERTM brand and technologies catering to low carbon needs to achieve carbon neutrality in line with the "Low Waste, Low Carbon" approach. SCGC is ready to steer Thailand towards a low-carbon society.

Furthermore, SCGC is developing High Value Added (HVA) products and services to align with global megatrends. These efforts include joint investments in producing electrical components for lithium-ion battery terminals for electric vehicles (EVs), transitioning to clean energy use, and adapting to infrastructural changes resulting from urban expansion. For more information, please visit <https://www.scgchemicals.com>

**About Kao Industrial (Thailand) Limited**

Kao Industrial (Thailand) Company Limited was officially established on September 24, 1964 by Kao Corporation Japan. For over 59 years, Kao Thailand has created products to improve quality of life and is part of consumers’ daily life through products in a portfolio of over 11 leading brands including Attack,Magiclean, Haiter, Laurier, Merries, MegRhythm, Feather, Liese, Bioré, Curél, and Jergens.

Kao Thailand also has a chemical business with connections to many industrial sectors and operates its business by offering innovative products. Kao Thailand does not merely supply quality products, but creates products in the health and beauty space for people and society. Kao does this with a mission to drive the company to sustainability with its Environmental, Social and Governance (ESG) strategy under the slogan, “Kirei—Making Life Beautiful” For more information, please visit <https://www.kao.com/th/th/>