

## Limestone-based material LIMEX selected for posters and cards of K-pop artist SEVENTEEN

~ Sustainable merchandise to reduce plastic and greenhouse gas ~

**Tokyo, February 27, 2024** – TBM is pleased to announce that limestone-based LIMEX Sheet has been selected for posters and cards of "SEVENTEEN," a 13-member K-pop artist belonging to PLEDIS Entertainment. These official merchandises are available in Tokyo, Taiwan, and online store<sup>\*1</sup>. It will be available in the U.S., China, Indonesia, and other countries.

Switching to LIMEX Sheet can reduce approximately 56% of plastic and approximately 44% of greenhouse gas compared to conventional polypropylene posters<sup>\*2</sup>. LIMEX Sheet is produced at the LIMEX factory in Miyagi prefecture, operated under renewable energy to reduce greenhouse gas emissions throughout the product lifecycle. TBM will continue to promote LIMEX for various applications to meet customer needs and realize a sustainable society.

Online Store (Weverse Shop): [https://weverseshop.io/ko/shop/GL\\_KRW/artists/7/sales/21733](https://weverseshop.io/ko/shop/GL_KRW/artists/7/sales/21733)

\*1 Online pre-order is currently sold out.

\*2 Based on LCA calculation by TBM. It may vary depending on manufacturing conditions. These are reference values, not guaranteed values.



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## ■ Features of LIMEX Sheet

### (1) Reduce petroleum-based resin

Using limestone as the main raw material reduces plastic compared to conventional sheets made of petroleum-based plastics, contributing to the conservation of petroleum resources.

### (2) Reduce greenhouse gas emission

By reducing the amount of plastic usage, greenhouse gas can be reduced over the entire life cycle from raw material procurement to disposal compared to conventional petroleum-based plastic sheets.

### (3) Excellent durability and water resistance

Because of its durability and water resistance, LIMEX Sheet can be used in the same applications as conventional petroleum-based plastic sheets.

### (4) Luxurious texture and clear printing

LIMEX Sheet features a luxurious matte, high-quality texture and can be printed clearly, which is ideal for catalogues and photos.

## ■ About TBM Co., Ltd. <https://tb-m.com/en>

TBM, headquartered in Tokyo, Japan, is a pioneering force in sustainable material innovation, anchored by our flagship product, LIMEX. Our journey began with a simple yet powerful mission: to tackle environmental challenges through technology. After years of diligent research and development, LIMEX emerged as a breakthrough material, offering durability and significant environmental benefits across various industries. This success garnered global recognition, including invitations to influential forums such as COP, G20, G7, World Economic Forum's Unicorn Community, and the Davos Summit. Our commitment to sustainability has earned endorsements from over 10,000 organizations worldwide, with LIMEX being recognized as a sustainable material by UNIDO's Sustainable Technology Promotion Platform (STePP). Additionally, TBM's efforts to combat climate change are underscored by certifications like the "1.5°C Target" from the Science Based Targets initiative (SBTi) and participation in initiatives such as "The Climate Pledge."

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