**Think Plastic Brazil leads a delegation of 30 companies to The Inspired Home Show in Chicago**

Think Plastic Brazil, a portfolio of solutions supporting the use of converted plastic products in target markets, is carried out through a partnership between ApexBrasil (Brazilian Trade and Investment Promotion Agency) and INP (National Plastics Institute). It is present at The Inspired Home Show in Chicago, USA, supporting 30 Brazilian companies. The delegation showcases the strength and versatility of the Brazilian plastics industry.

The participation of Brazilian companies reaffirms Think Plastic Brazil's commitment to promoting the Brazilian plastics industry on a global scale. The 30 participating members offer a wide range of innovative and high-quality products in housewares, each bringing a wealth of experience and knowledge, highlighting the depth and diversity of the Brazilian plastics industry.

"The Inspired Home Show is an excellent platform to showcase the innovation, quality, and sustainability that characterize our industry,” emphasizes Carlos Moreira, executive director of the National Plastics Institute (INP) and Think Plastic Brazil.

At the Think Plastic Brazil North Hall booth (N7034), there will be a product showcase following the color trends mapped in the Color Trend 2024, curated by Jum Nakao. The designer was also responsible for organizing the closing ceremony of the London Olympics and the opening ceremony of the Olympics in Brazil. Arthi, Bettanin, Lolly, Sanremo, Simonaggio, Termolar, Terrano, Vasap, and Vouga are the companies exhibiting their products in this showcase.

The country will also feature a booth in the South Hall, number S1051.

**Unique Trade Show Opportunities**

In addition to the exhibition at the booths, The Inspired Home Show offers special spaces for companies to maximize their business opportunities, with Brazilian participants also present. They include:

**New Exhibitor Preview Gallery**

Displays are distributed in the two expo cafes located in the North and South pavilions of the trade show, exhibiting pieces from 90 new exhibitors in an exclusive curatorship. Three Brazilian companies - Bettanin, Comfort Door, and Maxcril - competed for and won visibility in this space.

**Pantone Colorwatch Display**

A showcase featuring the latest home color trends at the Pantone ColorWatch Exhibit, which also highlights the Pantone Color of the Year 2024, Peach Fuzz. The showcase emphasizes home products that illustrate the full spectrum of Pantone's 2025 color palettes. Three Brazilian companies had products selected for this prestigious space: Termolar, Evo Produtos Sustentáveis, and Simonaggio.

**Global Design Point**

The showcase, located in specific pavilions for each country, offers a vision of emerging trends in various areas around the globe. Countries represented include Brazil, Hong Kong, Indonesia, Japan, Korea, and Turkey. Brazil won three showcases to display its best products this year. The chosen companies are Arthi, Maxcril, Sanremo, SG Knives, Simonaggio, Termolar, Vasap, and Vouga.

For this edition of The Inspired Home Show, Think Plastic Brazil will have the presence of the executive director of INP and Think Plastic Brazil projects, Carlos Moreira, and designers Jum Nakao and Marco Lobo as spokespeople available for interviews. We look forward to speaking with you at our booth number N7034.

Check their profiles below.

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 **Carlos Moreira** **Jum Nakao** **Marco Lobo**

## **Meet some of the Brazilian brands and their products**

**Alklin** showcases the Panotek technology, which combines durability and 3D texture to improve dust cleaning and residue absorption.

**Arthi** presents a modern toilet paper hanger designed for those who never leave their smartphones unattended.

**Astra** is constantly evolving its product lines, which is why it increasingly seeks the development of items that prioritize functional design, with a focus on practicality, beauty and well-being.

**Indústria Bandeirantes** focuses on the versatility and customization of its products to win customers at The Inspired Home Show.

**Bettanin,** in addition to practicality, uses design resources and different materials in developing the products, facilitating people’s routine.

**Fischer** is inspired by automobile design shows and launches the global trend color in a line of Brazilian household appliances.

**Jaguar** showcases its Juta line, with sophisticated touches, to conquer space at the trade show.

**Plasnew** has a complete line with plastic tableware, organizers, planters, trash bins, laundry baskets, furniture (tables, chairs, armchairs), pallets and more.

**Plasútil** also chooses sophistication for its line of tableware, which brings versatility, lightness, and safety to meals at home and away, with the same beauty of glass and ceramics.

**Plasvale** is expanding its business around the world, exporting to more than 30 countries, strengthening its presence in every moment of consumers' homes.

**Sanremo** brings its already established containers that can go to the freezer and microwave, with airtightness and safety, as well as a new and revamped line of trash bins.

**São Bernardo** presents products aimed at the latest market trends and practicality in the daily lives of customers.

**Soprano** has innovation as a value established by the company. In order to be attractive and competitive in the market, they invest heavily in anticipating trends and creating innovative solutions.

**Termolar has invited** **Amanda Lobo** to illustrate 4 new models of its Magic Pump thermos bottles. The Brazilian artist has worked with brands as Adobe, Youtube, Apple Music, Converse, and Hershey's.

**Vasap** arrives at the trade show right after winning the prestigious IF Design Award 2024 with its Flua watering can.



 **Product pictures**

**About Think Plastic Brazil**

Think Plastic Brazil was created in December 2003, when the integrated Brazilian plastics chain was chosen as one of the ten biggest in the world and was recognized for its cutting-edge technology as well as its human resources capabilities. The project is carried out in collaboration with ApexBrasil (Brazilian Trade and Investment Promotion Agency) and under the coordination of the INP (National Institute of Plastic), to promote the export of manufactured plastic products.

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

**About ApexBrasil**

The Brazilian Trade and Investment Promotion Agency (ApexBrasil) works to promote Brazilian products and services abroad and to attract foreign investments to strategic sectors of the Brazilian economy. To reach its goals, ApexBrasil executes a range of trade promotion activities aimed at promoting exports and adding value to Brazilian products and services abroad. These initiatives include prospective and trade missions, business talks, support for Brazilian companies to take part in major international trade show and visits by foreign buyers and tastemakers aimed at familiarizing them with Brazil’s production structure, among other business platforms which are also geared towards strengthening the Brazil brand.