

News Release

Celanese Corporation
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Celanese Launches BlueRidge™ Cellulosic Pellets as Home Compostable Alternative to Single-use Plastics

Wood pulp and vinegar-based material works as potential replacement for hard-to-recycle, single-use plastic applications

DALLAS (October 22, 2020) – Displaying a commitment to sustainable product developments and initiatives, Celanese Corporation (NYSE: CE), a global chemical and specialty materials company, today launches a breakthrough cellulose-based material that aligns with ESG and circular economy objectives with a product that is both bio-based and broadly compostable.

To advance this effort, Celanese announces the commercial availability of its BlueRidge™ Cellulosic Pellets, a sustainability-inspired product intended to be an alternative to conventional plastics, both transparent and opaque, in difficult-to-recycle consumer applications. This material is both economically and technically viable, as well as rooted in sustainability from its raw materials to end-of-life compostability.

“We’ve studied how developments in sustainability impact the markets we serve and how we can better meet these growing demands; and we see the challenge of single-use plastic waste as one we are uniquely positioned to potentially tackle in a novel and significant way,” said Lori Ryerkerk, Celanese Chairman and Chief Executive Officer. “Today Celanese welcomes the launch of BlueRidge™ Cellulosic Pellets as the Company’s next leap forward with a sustainable and compostable alternative to plastic.”

Part of the BlueRidge™ material’s elegance is in the simple and sustainable chemistry that makes it work. It is based primarily on cellulose acetate, which is produced using cellulose from sustainably forested trees. The resulting BlueRidge™ material is recognized as being home and industrial compostable as well as broadly biodegradable in a range of environments, ultimately breaking down into glucose and vinegar, which are readily consumed in nature.

Production Capacity & Strength

Celanese is one of the world’s leading producers of cellulose acetate, with an annual production capacity of more than 300 kilotons globally. Celanese is also a leading global producer and supplier of engineered polymers with worldwide production capability providing local material supply to all regions of the world. This combined strength in cellulose acetate and polymer compounding capability enables Celanese to support the largest-scale demand for BlueRidge™ Cellulosic Pellets.

Consumer End Use Product Application Opportunities

Although its chemical composition is more that of paper than plastic, BlueRidge™ Cellulosic Pellets are designed to be processed on conventional plastics machinery to efficiently produce many of the products on which society depends. Additionally, the material can offer improved mechanical and temperature performance relative to other common bio-based and bio-degradable polymers, particularly as a fully transparent material. It is proving to be a material with potential value in many rigid single-use products, such as straws, cutlery, lids, containers and packaging, among many other uses. BlueRidge™ material provides new options for consumers to have more sustainable choices without having to sacrifice functionality and features.

Product Availability and Contacts

For additional information regarding BlueRidge™ Cellulosic Pellets, visit <https://www.celanese.com/en/engineered-materials/products/blueridge> to download the Company's latest resource document on cellulosic pellet product development. To discuss end-use consumer product opportunities, contact a Celanese commercial representative at BlueRidge@celanese.com.

About Celanese

Celanese Corporation is a global chemical leader in the production of differentiated chemistry solutions and specialty materials used in most major industries and consumer applications. Our businesses use the full breadth of Celanese's global chemistry, technology and commercial expertise to create value for our customers, employees, shareholders and the corporation. As we partner with our customers to solve their most critical business needs, we strive to make a positive impact on our communities and the world through The Celanese Foundation. Based in Dallas, Celanese employs approximately 7,700 employees worldwide and had 2019 net sales of \$6.3 billion. For more information about Celanese Corporation and its product offerings, visit www.celanese.com or our blog at www.celaneseblog.com.

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