

MATER-BI TAKES ON A NEW LOOK: NOVAMONT UNVEILS ITS REBRANDING AND COMMUNICATION CAMPAIGN

Novara, 15 Jan. 2026 - Preview at Marca 2026 of the new visual language for the family of compostable bioplastics.

Thirty-five years after the birth of Mater-Bi, Novamont – a company of Versalis (Eni) – presents a significant evolution in the positioning and communication strategy of its biodegradable and compostable material. This journey takes shape through a rebranding project and a new communication campaign, signed by Angelini Design.

The rebranding and the new campaign stem from the need to strengthen the identity and recognisability of Mater-Bi as a distinctive material that conveys value, quality and innovation, the result of the continuous evolution of Novamont's technologies and know-how, as well as the increasingly efficient use of natural resources.

The new positioning of Mater-Bi aims to embody and communicate the value of the supply chain, of place-based projects linked to the importance of the separate collection of organic waste, of the various recycling possibilities and of innovative applications under development, highlighting their performance and environmental value.

Mater-Bi thus positions itself as a benchmark in terms of quality and compliance with the main international standards that guarantee its suitability for use and its multiple possible end-of-life options.

An identity born from nature

The new Mater-Bi logo is the result of an evolution consistent with Novamont's identity as a Benefit Corporation and certified B Corp. After three decades, the brand adopts a renewed visual language, capable of immediately expressing its relationship with the land and with circularity.

The redesign introduces a circular shape generated by a stem with three leaves which, ideally, transforms into a world. On the one hand, this sign recalls the cycles of nature and the journey of Mater-Bi, a material in continuous evolution that returns to the earth in the form of compost, naturally closing its life cycle without leaving persistent microplastics; on the other hand, it also evokes the possibility of other forms of recycling.

A symbol that tells the story of Mater-Bi's continuous evolution and the constant dialogue between nature and technology.

Green, the dominant colour, underlines the link with plant-based raw materials and with healthy soil.

Illustration as the strategic language of a new communication campaign

At the heart of the new communication strategy is an illustrated campaign. Illustration is chosen for its ability to transform complexity into evocative and immediate images, fostering a more direct and human dialogue.

The campaign is set in an imaginative context. A person immersed in a lush landscape, as if they were a natural extension of the landscape, carries with them a biodegradable and compostable bag, one of the most iconic applications of Mater-Bi. An everyday object that becomes a symbol of the brand, recalling the concrete use of Mater-Bi bioplastics and their historic role in supporting the separate collection of organic waste and the production of high-quality compost in Italy.

Among the many Mater-Bi applications, the bag was chosen to remind us that even the simplest objects can be powerful tools for transformation.

The bag thus becomes the bearer of Mater-Bi's values and heritage: a family of biodegradable and compostable bioplastics that does not release persistent microplastics, the result of proprietary technologies that were the first of their kind, and with a verified Carbon Footprint, thanks to the ISO 14067 certification obtained by Novamont, which makes it possible to measure and report the product's carbon footprint in a transparent manner.

The artist: Elisa Talentino

The new campaign has involved Elisa Talentino, a Turin-based artist active in illustration, fine art printmaking, painting and animation. Her work, recognisable for its strong poetic and symbolic component, has been published by international publications and institutions such as The New Yorker, The New York Times, The Washington Post, Hachette, Yale University Press and the Goethe-Institut.

In Italy, she has collaborated, among others, with La Repubblica, Corriere della Sera and Il Sole 24 Ore, as well as with numerous publishing houses. Her interpretation of Mater-Bi places the relationship between nature, innovation and everyday life at the centre, speaking to the public with immediacy and depth.

Preview at Marca 2026

The new logo and the entire visual system are presented as a preview at Marca 2026, the trade fair dedicated to Private Label, scheduled to take place in Bologna

on 14 and 15 January 2026. An opportunity to discover Mater-Bi's new positioning and explore the campaign's content in greater depth.

A multichannel strategy

The campaign will launch with digital and social media planning from 15 January 2026, followed by the release of a YouTube advert in 60", 30" and 15" formats, supported by static formats, carousels and video, as well as programmatic display activity to strengthen awareness and consideration at national level. Later in the year, the campaign will also be supported by an OOH and DOOH communication plan in Italy's main cities, with a presence in stations, underground networks and commercial streets.

Credits

Angelini Design

<https://www.angelinidesign.com/>

Elisa Talentino

<https://www.elisatalentino.it/>

Per informazioni:

NOVAMONT - Francesca De Sanctis - +39 340 1166426

francesca.desanctis@novamont.com

www.novamont.com