



Plastics the material for the 21st century

Since the first plastic was invented a century or more ago, plastics have revolutionised the way we live. Whether we're communicating, travelling, playing, caring for each other's health or protecting the environment, there's no sphere of human activity that hasn't been significantly advanced by the use of this remarkable material. And today, scientists and technologists are continuously working at the forefront of knowledge, in fields as diverse as space exploration, nanotechnology and medicine, to find new ways plastics can benefit people. Their research means that many solutions, for most of us as yet unimaginable, will soon enter our everyday lives - all thanks to amazing plastics. No wonder plastics are set to be the material for the 21st century.

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Leisure and sports



PlasticsEurope
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Plastics
The Material for the 21st Century

Plastics are amazing

Plastics play a vital part in our lives: at home, at work, in schools and hospitals. We play with them, we travel with them, we wear them. And sometimes, if parts of our body don't work, doctors can even replace them with new ones - made of plastic. Plastics keep us safe, they make life more comfortable and fun, and they're surprisingly good for the environment. They come in many different forms: harder than steel, softer than silk, any colour or shape... It's why designers and inventors love them. Plastics are amazing. We often take them for granted, but life wouldn't be the same without them.

Plastics are emotion and fun

The sense of freedom of a paraglide, the passion of a football match, the silence of a sail, the emotion of music, the relaxation provided by a sofa, the colours of a town - they all often have something in common: the plastic that made them possible! Plastic materials contribute to progress and welfare, providing not only innovation and technology, but also art and pleasure - and, more importantly, making them affordable for a greater public.



Plastics are community

"Man is a social animal: people aren't made to live alone," said the Roman philosopher Seneca. A sense of belonging, **Internet communities, parties, our social life** - they are all expressions of people's desire to communicate. During the last few decades, plastic materials have significantly helped to reduce distances and **connect people**, making resources that were once only for few available to all. From **PCs to smart phones**, from LPs to **DVDs**, from music to **cinema** and even to **mass events**, plastics bring people closer together.



Plastics are sport

Sport and plastics share the same characteristics: **strength, resistance, elasticity, lightness, high performance and reliability**. That's why plastics are so widely used in all branches of sport.

- **Sports tools and equipment** - The more plastics are present in sports tools and equipment, the more athletic and record-breaking is human performance. From scuba-diving to skiing, from sailing to football, motorbikes or Formula 1, nothing is impossible for plastics!
- **Sports clothes** - Style and performance that's 100% plastic! New composite materials inspired by sharkskin for swimmers, to minimise water friction. Snowsuits that are warmer but lighter. Running shoes that are strong but light. Protective clothes to keep athletes unharmed...
- **Safety devices** - From football equipment to crash helmets, from airbags and back protection for bikers to safety boats, from life jackets to shockproof Formula 1 cockpits. Plastic materials save lives not only in sports but in everyday life, too.
- **Stadia and structures** - Stadium architecture, with its 2,000-year-old tradition, is one of the most complex and challenging tasks for today's construction industry. Plastics have changed the way people think of such spaces. The public are protected from the elements during the event by floating roofs and new drainage systems, while lighter and temporary structures allow the most flexible solutions.