Dow Italia (The Dow Chemical Company group), Whirlpool EMEA and Cannon-Afros are partners in the K-12 Project funded by LIFE the European Union’s financial instrument supporting environmental and nature conservation projects.

Life+ Project k-12, Mid-Term event

DOW, Whirlpool and Cannon Afros revealed the first achievements of the joint Life+ K-12 project during the Mid Term Conference, held on May 18, 2017 in the Cannon Sandretto Plastics Museum of Pont Canavese, Turin (Italy).

It was a beautiful day, attended by more than 100 guests representing 25 different stakeholders. Within the amazing natural landscape, the day was divided into a morning dedicated to the conference and an afternoon to the visit of the museum centre.

After the opening welcome of Marco Volpato, Cannon Group President, and of Paolo Coppo, Major of Pont Canavese, an introduction to LIFE funding opportunities has been presented by Federico Benvenuti, Italian LIFE NCP’s Office/Ministry of the Environment, Land and Sea/TA Sogesid S.p.A.

A brief illustration of the innovative tradition of the three project partners has been given by Max Taverna of Cannon, Alberto Fangareggi of Dow Polyurethanes EMEAI and Adriano Scaburri of Whirlpool EMEA. Speakers highlighted the past and present achievements obtained by the three companies in the fields of environment protection, sustainable production methods and Carbon footprint reduction.

They presented in detail the current status of the project, that aims to demonstrate and showcase an innovative refrigeration technology to significantly improve the energy efficiency and reduce the carbon footprint of the Cold Appliance industry.

To add academic value to the meeting, two presentations were given by Maria Rosa Contardi of Proplast and Ernesto Di Maio of Naples University on the latest innovative solutions for the addition of supercritical CO2 and nanoparticles to thermoplastics and foams.

After the buffet lunch, the attendants were guided through the Pont Canavese three Museums, which include the Cannon Sandretto «Civilization of Plastics» a unique collection of parts hosted in a XIX century villa, and two exhibitions of ancient mechanical equipment and memorabilia of the local textile industry.