

# Bluair<sup>®</sup>

Polymers for sustainable steelmaking



## CLEAN TECHNOLOGIES FOR DECARBONIZATION OF THE STEEL INDUSTRY

 **Blu**  
Industries by IDEALSERVICE

*The Blu Company for a clean world*

# Traditional OLD FOSSIL sources in steelmaking processes

The traditional fossil raw materials used in steel industries are derivatives of Coal in different forms. Examples are P.C.I. or Anthracite injected by fixed lances, or Charcoal in briquettes as loading material in the basket.

The use of these sources is one of the main environmental pollution problems for CO<sub>2</sub> and dust emissions causes of global warming.

These old and polluting technologies must be replaced with other new green solutions, to reduce the impacts and improve the steel production processes.



## Which changes requires the market?

**REDUCE FOSSIL RAW MATERIALS CONSUMPTION (coal, coke, oil and gas)**  
**REDUCE CO<sub>2</sub> AND DUST EMISSIONS**  
**ENERGY SAVING SOLUTIONS**

The search for high-carbon materials, alternative to traditional, is a primary pressing goal.

Innovative • Ecological

## New Environment-Friendly Solution



## Bluair<sup>®</sup>

**The new clean technology for steel industry.**

Bluair is a Polyolefins technical compound, developed for iron and steel processes as a fossil raw materials substitute.

Lower emissions and energy consumption, savings in supply costs, are possible using Bluair.

Bluair complies the Technical Standard UNI 10667:17

## Certifications



EuCertPlast

**IPPR** I.P.P.R.  
Istituto per la Promozione  
delle Plastiche da Riciclo



# The advantages of using Bluair

Thanks to the high carbon content and calorific value the use of polymers has a positive effects:

- ▶ Reduction of energy consumption
- ▶ Reduction of emissions
- ▶ Reduction of fossil raw materials

## Market experiences

**voestalpine** is using polymers from more than 10 years and I. Blu delivered to Linz more than 100.000 tons.

Also thanks the use of clean sources Voestalpine is known as one of the most environmentally friendly steel industry.



## Other steel Companies that use polymers



Suitable • Effective

## I. Blu

### The Blu Company for a clean world

From more than 25 years Idealservice is a leading Italian Company in the management of environmental services and recycling activities for the production of new raw materials for the industries.

In 2018 Idealservice invest in further development and optimization of the industrial plastic recycling processes through the Company I. Blu Srl.

### Our numbers

Turnover greater than **150 million euro**

Investments on the last three years more than **20 million euro**

Plastic packaging sorted **200.000 tons/year**

Plastic recycling **42.000 tons/year** Blupolymer Granule and Bluair (S.R.A. - Secondary Reduce Agent)



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