

Kao Specialties Americas LLC

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NEWTLAC recycled engineered plastic paves the way in New Jersey

We are pleased to announce that on July 11, 2023, Kao Specialties Americas LLC was on-site for a New Jersey Department of Transportation project using NEWTLAC 5500 containing rPET in asphalt mix. The material was applied on Route 94 in Newton, NJ, working closely with Associated Asphalt, Thomas Bennert at Rutgers CAIT, Braen Stone who produced the asphalt mix and Della Pello the paving contractor.



Almost 80% of plastic waste generated globally ends up in landfills. As a company that manufactures and sells consumer products, a lot of what Kao supplies to the market is sold in plastic bottles. Kao, therefore, has taken significant measures to reduce the amount of plastic that ends up in landfills. Kao's consumer division is continuously innovating to reduce the amount of plastic in our packaging, by helping change consumer behavior to use refills and collecting bottles that will be recycled into new packaging.

Kao's approach has been to not only recycle waste plastic in asphalt mixtures, but to do it in such a way that it enhances the roadway's performance by bringing true value and functionality to the recycled waste plastic. One of the most common challenges facing agencies and road owners is the lack of sufficient funds to preserve and maintain their entire road network. Therefore, any technology that can prolong the pavement life and reduce the need for maintenance, reduce the cost of repairs, or both are critical for the industry.



One of the initiatives taken by Kao is recycling the collected waste plastic and formulating it into a unique asphalt additive that enhances the performance of the asphalt pavement. This is just one of the many efforts Kao is making to recycle waste plastic.