



Werner & Mertz GmbH: Timothy Glaz Leiter Corporate Affairs

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Timothy Glaz, new Head of Corporate Affairs photo: W&M/H. Piel

The sustainability initiatives by the Mainz company Werner & Mertz and its well-known pioneering eco-brand Frosch are to be brought even closer to other professionals and the wider public.

Since 3 February 2014, this task has been the remit of Timothy Glaz, Head of Corporate Affairs. Glaz will initially be involved in the company's open innovation project – the Recyclate Initiative – to push ahead both public relations and cost-effectiveness for this ambitious project.

“In Timothy Glaz, we have been able to recruit someone who not only has excellent knowledge of the recycling markets but also valuable international contacts thanks to his many years working for the Green Dot. The new post will also reinforce the internal sustainability communication especially for our subsidiaries, as Timothy Glaz speaks not only German but also fluent English, French and Italian,” says Reinhard Schneider, Managing Partner of Werner & Mertz, explaining the company's newly-created executive post. In the past, Timothy Glaz also worked for the German Retail Federation (Handelsverband Deutschland, HDE), the German Brands Association and Nestlé.

The goals of the Recyclate Initiative are:

- To maximise the portion of recycled material in the packaging material PET (bottles)
- To increase the portion of recycled PET from the “Yellow Sack” recycling system
- To employ innovative sorting technologies like Unisensor
- To provide the detergents, cleaners and cleansing agents segment with a material/granulate for manufacturing PET bottles

To this end, a project team consisting of employees of Werner & Mertz is working in partnership with Grüner Punkt - Duales System Deutschland (Green Dot), ALPLA Werke Alwin Lehner GmbH & Co KG and Unisensor Sensorsysteme GmbH.

After completing successful trials to produce bottles using over 40 per cent recycled Yellow Sack material, detailed tests are now being carried out in a multi-level concept to position the improved recycling system.

Conventional recycling technology and a new sorting technology are available. The challenge is to develop an efficient process chain.



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