



German Packaging Award in Gold to Werner & Mertz

28-Sep-2016 - Mainz

Gold for Werner & Mertz! The German Packaging Award was presented to Werner & Mertz in the category "Sustainability" during the FachPack trade fair in Nuremberg. The family-owned company based in Mainz impressed the jury of experts across the board with the world's first plastic bottles made of 100% HDPE recyclates from the Yellow Bag collection system and earned the additional Gold designation.

"With the Packaging Award in Gold, the jury bestowed special honors on three of the winning innovations. According to the jury, the three solutions deserve attention for the special ways they start trends, answer pressing questions or, as pioneers, head off in completely new directions," said Bettina Horenburg, dvi (German Packaging Institute) board member and person in charge of the German Packaging Award.

Reinhard Schneider, CEO of Werner & Mertz and initiator of the Recyclate Initiative, along with Immo Sander, Head of Packaging Development at Werner & Mertz, and Dr. Michael Heyde from "Green Dot" accepted the award. The German Packaging Award jury praised the pioneering work as genuine recycling and conservation of finite resources and the production of bottles which look almost identical to those made with virgin material. The jury also appreciated the way the original appearance and quality of the bottles has been maintained without compromising product safety.





Dr. Michael Heyde from "Green Dot" (Grünen Punkt, third from left), Immo Sander, Head of Packaging Development at Werner & Mertz (third from right), and Reinhard Schneider, CEO of Werner & Mertz (second from right), are pleased with the German Packaging Award in Gold. Photo: Deutsches Verpackungsinstitut (dvi)

"We are delighted that our latest pioneering achievement has been honored with the German Packaging Award. With our newest development of PE packaging from post-consumer recyclates, we show what true recyclability looks like," said CEO Schneider, who accepted the award on behalf of his company for the second time. Mr. Sander also expressed his pleasure over the joint success of the Recyclate Initiative. "We are very pleased that we have been able to build on our know-how platform with the HDPE recyclate bottles. In the future we will develop other sustainability inventions and implement them through our widespread network."

Dr. Heyde added, "The project sets standards for the future of the circular economy because it shows what we can achieve today with post-consumer recycling. Pioneers like Werner & Mertz enable us to make great progress. The Packaging Award in Gold is wonderful recognition and support of our accomplishments."

In collaboration with the bottle manufacturer Alpla-Werke Alwin Lehner GmbH & Co KG and the Green Dot, Werner & Mertz developed a new type of bottle for cleaning products which is made of 100% recycled plastic obtained from the Yellow Bag.

The remarkable thing is that up to now no translucent and white material has ever been produced from recyclable domestic refuse. Conventional PE recyclates do not have those qualities. The objective was to produce a translucent material that would allow the consumer to see the product's fill-level. An optimized washing process and the integrated decontamination step are additional developments in the manufacture of high-quality PE packaging from recyclates.

With this development, the Recyclate Initiative has achieved its goal of eliminating dyes in packaging for the benefit of true recycling and recyclability.

At the Werner & Mertz GmbH factory in Mainz, emsal hardwood floor care and the green care PROFESSIONAL TANET SR 15 is now going into the world's first bottles made of 100% PE recyclates from the Yellow Bag. Eventually all PE packaging for the Werner & Mertz brands will be manufactured in the new quality from the recycled plastic obtained from the Yellow Bag.

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