



Recyclate Initiative wins Plastics Recycling Award Europe

25-Apr-2018 - Amsterdam / Mainz

For the development of Emsal bottles of 100 percent Systalen PRIMUS HDPE, Werner & Mertz and The Green Dot have received the "Plastics Recycling Award Europe 2018" in the category "Recycled Plastic Packaging Product of the Year". Immo Sander, head of Packaging Development at Werner & Mertz, and Dr. Markus Helftwes, managing director of The Green Dot – Dual System Germany, accepted the prize in Amsterdam.



Delighted in Amsterdam: Dr. Markus Helftwes, managing director of DSD and Immo Sander, head of Packaging Development at Werner & Mertz, accepted the "Plastics Recycling Award Europe 2018" in the category "Recycled Plastic Packaging Product of the Year" for the emsal bottles made of the premium recyclate Systalen PRIMUS HDPE. Photo: DSD

The Green Dot applied for the award with its premium recyclate Systalen PRIMUS HDPE for packaging and the emsal bottles from Werner & Mertz, which are made from recyclates and are now available in retail outlets. Both companies are partners in the Recyclate Initiative.

"The award is confirmation of the excellent cooperation and our achievements within the Recyclate Initiative," said Mr. Sander. "We are pleased that our development work has been



honored and our goal of promoting the recyclability of plastic packaging has been so widely publicized."

"With the development of the emsal bottles from our post-consumer recyclate Systemen PRIMUS HDPE, we show the high quality that can be achieved through the recycling of post-consumer packaging," added Dr. Helftewes. "Pioneers like Werner & Mertz who place their trust in our recyclates help us to make more progress and reinforce manufacturers' confidence in recycled packaging."



Photo: DSD

The "Plastics Recycling Awards Europe 2018" are awarded in five categories. The awards' purpose is to underscore the significance of recycled plastic products and recognize the efforts of the European plastic recycling industry. The awards ceremony was held during the "Plastics Recycling Show Europe" (PRS) in Amsterdam.

As one of the trade show speakers, Mr. Sander had the opportunity to discuss the development of bottles made of 100 percent rHDPE from post-consumer material and the joint development work done by the partners in the Recyclate Initiative.

Since 2016 Werner & Mertz has mass produced bottles made of 100 percent rHDPE for emsal hardwood floor care. In the meantime nearly all bottles in the product line have been converted to the new recyclate quality.

The Recyclate Initiative was established in 2012 by Reinhard Schneider, managing partner of Werner & Mertz GmbH. In keeping with the open innovation business concept, partners from manufacturing, trade and NGOs work together across industries on Recyclate Initiative goals. They develop solutions for effective plastic recycling in accordance with the Cradle-to-Cradle® philosophy and raise public awareness of sustainability and the circular economy. Members include Werner & Mertz GmbH, the retail and tourism REWE Group, The Green Dot – Dual System Germany (DSD), UNISENSOR Sensorsysteme GmbH, ALPLA Werke Alwin Lehner GmbH & Co KG and NABU, (German Nature and Biodiversity Conservation Union). For its developments the Recyclate Initiative has won several awards, including the Cradle-to-Cradle® Innovator Award, the Federal Ecodesign Award and the German Packaging Award in Gold. More about the Recyclate Initiative: www.wir-fuer-recyclat.de

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