



WorldStar Packaging Award for the Recyclate Initiative

03-May-2018 - Queensland/Mainz

Award honors on the other side of the world: At the AIP (Australian Institute of Packaging) National Conference in Queensland the Recyclate Initiative received the WorldStar Packaging Award in the "Household" category for its development of bottles made of 100 percent HDPE recyclates from the Yellow Bag collection system.

On behalf of the project partners Werner & Mertz GmbH and ALPLA Werke Alwin Lehner GmbH & Co KG, Alexander Schau, Packaging Development at Werner & Mertz GmbH and Daniel Qiu, Business Development/Project Manager ALPLA Australia & New Zealand, accepted the award from Professor Pierre Pienaar, president of the World Packaging Organisation.



A star Down Under for the Recyclate Initiative: Alexander Schau, Packaging Development at Werner & Mertz (center) and Daniel Qiu, Business Development ALPLA Australia & New Zealand (right) accepted the WorldStar Packaging



Award in the "Household" category from Professor Pierre Pienaar, president of the World Packaging Organisation.
Photo: Werner & Mertz

"With the WorldStar Packaging Award, our joint development achievements in the Recyclate Initiative receives worldwide attention and honors. The prize recognizes our successful collaboration with ALPLA and the Green Dot and confirms the growing interest in recyclable plastic packaging. We have shown what true recyclability looks like with this development of PE packaging from post-consumer recyclates," said Mr. Schau.

"Thanks to the pioneer spirit of Werner & Mertz, with the development of these bottles we succeeded in meeting the unique challenge posed in packaging production," said Mr. Qiu of ALPLA.



"This ambitious award honors our Recyclate Initiative once again. In addition to the prize-winning HDPE packaging, we have brought to market more than 157 million PET packages of used plastic with a 20 percent share of recyclates from the Yellow Bag. That makes us the world's leading brand manufacturer of 100 percent recycled plastic packaging," said Reinhard Schneider, owner of Werner & Mertz GmbH and the initiator of the Recyclate Initiative.

The competition's judges praised the extraordinary pioneering work in support of genuine material recycling and the protection of limited resources. They also praised the developers for maintaining the products' familiar appearance and the quality of the bottles, which they said was equal to that of bottles made with virgin material.

This year's WorldStar Packaging Award honored 196 entrants in 12 categories. Winners were announced at the end of 2017. Only the developments which had already received national awards were qualified to participate. The Recyclate Initiative's innovation qualified for the competition with the PackTheFuture Award 2017 and the German Packaging Award 2016.

In 2016 Werner & Mertz, in cooperation with the bottle producer Alpla-Werke Alwin Lehner GmbH & Co KG and the Green Dot, developed the world's first bottle of 100 percent HDPE recyclates from the Yellow Bag source. The bottles of this quality were the first to go into series



production for green care PROFESSIONAL TANET SR 15 and emsal floor care for hardwood floors. Since then most bottles for those product lines have been converted to rHDPE.

Press contact:

Werner & Mertz GmbH
Corporate Communication
Birgitta Schenz
Rheinallee 96
55120 Mainz

BSchenz@werner-mertz.com
Telefon +49 6131-964-20 28
Fax +49 6131-964-23 30