



## PackTheFuture Award for Frosch Caps

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At the all4pack trade fair in Paris, Heinz Plastics Böhm and Werner & Mertz were presented with the PackTheFuture award in the Ecodesign category for the development of caps made of 100% recycled polypropylene (rPP). Delphine Hyafil, Marketing Manager of the Werner & Mertz French subsidiary, Norbert Köhlerschmidt, CEO of HEINZ PLASTICS Böhm, and Michael Löffler, Head of Global Sales, HEINZ PLASTICS Böhm, accepted the award from Markus Müller-Drexel, CEO ALBA Services Holding GmbH and Managing Director Interseroh Dienstleistungs, on the second day of the fair.



Photo captions: PackTheFuture Award for sustainable caps (from left): Markus Müller-Drexel, CEO ALBA Services Holding GmbH and Managing Director Interseroh Dienstleistungs GmbH, presented the award in the Ecodesign category to Michael Löffler, Head of Global Sales, and CEO Norbert Köhlerschmidt of Heinz Plastics Böhm and Delphine Hyafil, Marketing Head at the French subsidiary of Werner & Mertz. Photo: all4pack/Faust Favart

The jointly developed innovation from Heinz Plastics and Werner & Mertz took top honors in the hotly contested Ecodesign category.

"Heinz Plastics Böhm is very pleased with this award," said Mr. Köhlerschmidt at the ceremony. "We are especially delighted that our caps are used for the bottles of the Frosch brand, which is known for its pioneering work in sustainability." On behalf of Werner & Mertz, Ms. Hyafil said, "Together with Heinz Plastics we created an innovation in sustainable packaging and thus found



a good use for yet another plastic from post-consumer recyclates. The award underscores our successful collaboration and opens the door for the next international competition, the World Star Award."

## 100% rPP from the Yellow Bag

The innovation is the first fully functional cap made of 100 percent polypropylene recyclates from the Yellow Bag household trash collection system. The hinged cap was manufactured by HEINZ PLASTICS Böhm GmbH of Langenau in Upper Franconia. Since 2017 Werner & Mertz has used the cap for its FROSCH cleaning products. The rPP is the third post-consumer recycled plastic used by the Recyclate Initiative. The green color also is sustainable, thanks to the Cradle-to-Cradle® masterbatch developed by Clariant. Because the cap is completely recyclable, it remains in a closed material cycle that does not strain the environment.



Small things with a big impact: The hinged caps for Frosch are thoroughly sustainable. Photo: Werner & Mertz

## Qualifying performance



The awards ceremony for the fourth PackTheFuture Award was organized by the plastic packaging association Elipso (France) and IK (Germany). This is the second time in a row that the Recyclate Initiative from Werner & Mertz has won the PackTheFuture Award in the Ecodesign category. In 2017 the company received the award for the development of bottles made of 100 percent rHDPE (recycled High Density Polyethylene) from the Yellow Bag. The winner of the award qualifies for the World Star Awards 2019 presented by the World Packaging Organisation.

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