



The Greens visit the green frog

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Robert Habeck, federal chairman of the Bündnis90/Green party was a guest of the family-owned company Werner & Mertz of Mainz. At the invitation of Reinhard Schneider, managing partner of Werner & Mertz, politicians could see for themselves what the manufacturer of sustainable laundry, cleaning and care products has achieved.



Paying a visit to Frosch: Robert Habeck, federal chairman of the Green Party (l.) and Reinhard Schneider, owner of Werner & Mertz Photo: Werner & Mertz / Herbert Piel

On a tour conducted by Schneider, Chairman Habeck became acquainted with the production site in Mainz. In addition to seeing the production line, Habeck learned about the Water Center and bottle manufacturing by Alpla, a company located on the Werner & Mertz premises. It was also possible to show him the new production building, which will soon be completed. Habeck was obviously very interested in the mechanical recycling of plastic.

Schneider not only explained the goals of the Recyclate Initiative, which he brought to life in 2012, but also drew attention to some weaknesses in the new packaging law (VerpackG). He made specific reference to Paragraph 21, which is concerned with incentive models for dual systems and with the definition of "recyclates".



"According to the current wording of the packaging law, the dual systems can design their own incentive systems for license holders," said Schneider. Those left at a disadvantage, however, would be the dual systems whose schemes encourage greater ecological effectiveness, such as an increase in recyclable packaging.

Schneider suggested a solution in the form of a fund to which every business that brings packaging to the market would pay a defined contribution. The fund – set up in the Central Packaging Registry or a corresponding institution – distributes in full the proceeds to companies that have licensed ecologically advantageous packaging. As an example, Schneider mentioned the Green Dot, one of his partners in the Recyclate Initiative. That particular dual system has developed such a model.

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