

# Chronology Recyclate Initiative

**2008-2012**

ECR Award for Recyclate Initiative (September)

Frosch Citrus Shower and Bath cleaner became the first cleaning product to be awarded Cradle Certified® Gold

German Packaging Special Prize and the award "Best Packaging 2014" in the WPR category (November)

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For the first time anywhere a complete professional cleaning and care assortment (Green Care Professional) receives the Cradle to Cradle Certified® Gold certificate (December)

**2013**

In December the recyclate share of all Frosch PET bottles is more than 80%

**2008:** Recycled plastic used for the first time (rPET, Bottle to Bottle) in Frosch bottles. At the start 30%, then successive increases in the proportion of recyclates

**2011:** In January the first discussions with Unisensor on subject of sorting technology

**2011:** Since December all Frosch PET bottles have a recyclate share of more than 65%

**2011:** At REWE Forum the idea of a Recyclate Initiative was presented for the first time

Official start of Recyclate Initiative with rPET (as part of the Frosch Initiative), presented to the public for the first time at the German Sustainability Day in Düsseldorf on 7 December 2012. Partner: Nabu, Unisensor, Der Grüne Punkt, Alpla

**2014**

REWE joins the Recyclate Initiative as retail partner

First test series in retail market for dishwashing detergent bottles made up 100% recyclates, 20% of which from the Yellow Bag

According to the USA Food & Drug Administration (FDA) these bottles are suitable for use with foodstuffs (Food Grade)

Start of political networking efforts for the Recyclate Initiative (AGVU, NABU, BDE, trademark association), First meeting with the Ellen MacArthur Foundation

**2015**

Werner & Mertz and NABU and 11 other companies join together in the Allianz Ressourcenschonung (Resource Conservation Alliance)

RS introduces Recyclate Initiative at PETology Europe 2013

Werner & Mertz introduces the Recyclate Initiative at the conference "Unwrapping the Package – towards a circular economy in Europe", which was put on by the European Commission and the government of The Netherlands

RS presents Germany's Best Practice example for the topic Resource Efficiency at the G20 Workshop in Berlin

Participation in the "Circular Economy Stakeholders Conference" in Brussels

At the Our Oceans Conference in Malta Werner & Mertz committed to using only 100% recyclable packaging AND packaging made of 100% recyclates by the year 2025

**2016**

Werner & Mertz joins the Ellen MacArthur Foundation

Werner & Mertz introduces Recyclate Initiative at PETology Europe 2013

**2017**

Conversion of all transparent PET bottles to rPET, 20% of which comes from the Yellow Bag

First bottle of 100% HDPE from the Yellow Bag for emsal floor care and green care Professional

Development of sustainable and recyclable UV offset printing inks

Hinged caps of 100% rPP

**2018**

Completion of patented concept for stand-up pouch of 100% recyclable monomaterial

Development of a toilet fresher in a basket made from recycled PET trays from the post-consumer waste collection system (Yellow Bag).

First bottle made with 100% HDPE from the Yellow Bag for use in the cosmetics field (for Frosch Senses shower gel)

Dedication of new Production Center LB (largest recycle bottle production in the world)

Development of a recyclable printing ink system for flexography.

Cooperation with cosmetic company Beiersdorf and the Fraunhofer-Institut for Processing Engineering and Packaging on the development of standards for cosmetic packaging made from post-consumer recyclates

Werner & Mertz, Beiersdorf and Fraunhofer Institut jointly publish a guide to the use of recyclate in cosmetic packaging.

Goals for 2025: All packaging from Werner & Mertz made from 100% recyclable material AND from 100% recyclates

**2019**

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**2020**

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**2021**

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**2022-2025**

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**2023**

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**2024**

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**2025**

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Prizes, Awards

Technological Development

Attention from political and business leaders

