Chronology Recyclate Initiative

Preise, Auszeichnungen

Technologische Entwicklung

Aufmerksamkeit Politik und Wirtschaft

2008 - 2012

2008: ERecycled 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

Powersort

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

2013 2014

2013: In December the recyclate share of all Frosch PET bottles is more than 80%

2014: REWE joins the Recyclate Initiative as retail partner

2014: First test series in retail market for dishwashing detergent bottles made up 100% recyclates, 20% of which from the Yellow Bag

2014: According to the USA Food & Drug Administration (FDA) these bottles are suitable for use with foodstuffs (Food Grade)

2013: Werner & Mertz and NABU and 11 other companies join together in the Allianz Ressourcenschonung (Resource Conservation Alliance)

2014: Start of political networking efforts for the Recyclate Initiative (AGVU, NABU, BDE, trademark association), First meeting with the Ellen MacArthur Foundation

2015 2016

Cradle to Cradle Products Innovator Award für Frosch and Green Care Professional (November 2015 in NewYork)

2015: 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

2015: Federal Environment Minister Dr. Barbara Hendricks and Federal Chairman of the Bündnis 90/The Greens Cem Özdemir visit the company in Mainz

2015: R.Schneider spoke about the German Best Practice example for resource efficiency at the international G7 Workshop

2015: Werner & Mertz joins the Ellen MacArthur Foundation

2016: 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

2016: RS took part in a panel discussion "Trash in the Oceans – A Societal Challenge" during Environment Week in Schloss Bellevue

2017 2018

German Packaging Award for recyclable stand-up pouch and shower gel bottles made from 100% recyclates from the Yellow Bag

Presentation of the German Environmental Award to Reinhard Schneider for his corporate sustainability strategy.

2017: Development of sustainable and recyclable UV offset printing inks

2017: Hinged caps of 100% rPP

2018: Completion of patented concept for stand-up pouch of 100% recyclable monomaterial

2017: RS presents Germany's Best Practice example for the topic Resource Efficiency at the G20 Workshop in Berlin

2017: 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

2018: At the invitation of the Ellen MacArthur Foundation, RS spoke at the World Economic Forum and repeated there his goals up to 2025

RS was invited by the Environment Minister to the G7 Summit, where he presented the Recyclate Initiative as a Best-Practice example

2018: Werner & Mertz signs the global commitment of the New Plastics Economy (100% recyclable and made of recycled material by 2025)

2018: At the invitation of Environment Minister Svenja Schulze, RS visits the OOC in Bali, where he presents the Recyclate Initiative

2019

The patented stand-up pouch from Werner & Mertz and Mondi Star Packaging Award

Material Health Certification (MHC) in GOLD from Cradle to Cradle Certified™ awarded to Siegwerk Druckfarben AG & Co. KGaA and Werner & Mertz for sustainable UV offset printing inks.

Development of a toilet freshener in a basket made from recycled PET trays from thepost-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 L8 (largest recyclate bottle production in the world)

Green Party Chairman Robert Habeck visits Werner & Mertz and responds to the open letter RS wrote about optimizing the packaging law

In his keynote address at the official dedication of the new production center, Robert Habeck says, "We have to see the way that Werner & Mertz works as the standard for the future."

Werner & Mertz joins the international plastics waste alliance PREVENT

Werner & Mertz has its products certified by RAL

2020

Over the course of 2020, conversion of all Frosch brand stand-up pouches to the new design

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

2021

German Design Award for completely recyclable stand-up pouch

Sustainability award for recyclable packaging of Frosch brand products

German Packaging Award 2021 for rPET bottles with a proportion of 50% from the Yellow Bag

Cradle to Cradle Certified® Gold in all categories for recyclable stand-up pouch

Increase the share of rPET from the Yellow Bag to 50%

50 % household waste collections (e.g., Yellow Bag) — 50 % deposit bottles from beverage industry

After almost 10 years of Recyclate Initiative, we update our logo.

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

COSMETIC PACKAGING GUIDANCE

HOW TO EVALUATE POST-CONSUMER POLYOLEFIN RECYCLATES IN COSMETIC PACKAGING?

FEBRUARY 2021

2022

WorldStar Packaging Award **2022** for rPET bottles with a proportion of 50% from the

German Packaging Award **2022** for the first trigger for

First spray head for the circular economy: completely recyclable and, for the first time, with post-consumer recyclate in mechanical components

Rheinland-pfälzische Umweltministerin Katrin Eder zu Besuch bei Werner & Mertz zu einem Arbeitsgespräch mit R. Schneider

R. Schneider will advise the regional government of Rhineland-Palatinate as a member of the newly established Council for the Future of Sustainable Development

2023

WorldStar Packaging Award **2023** for the first trigger for the circular economy

75 % from the Yellow Bag

The source matters for the climate

75 % household waste collections (e.g., Yellow Bag) — 25 % deposit bottles from beverage industry

Federal Minister for the Environment Steffi Lemke and the Rhineland-Palatinate Minister for Climate Protection Katrin Eder visit the Mainz headquarters to learn about the current status of the Recyclate Initiative.

2024

Circularity Champion Award 2024 in the Innovative Solutions category received for the recyclable stand-up pouch.

New packaging system for professional cleaning, consisting of Switch dosing bottle made from 100% rPE with integrated dosing cap of 100% rPP, and completely recyclable refill pouch of a monomaterial (PE)

During a visit to Werner & Mertz, Vice Chancellor Robert Habeck talks with R. Schneider about high-quality mechanical recycling of plastic from the Yellow Bag as a milestone in environmental and climate protection in Germany.

2025

German Sustainability Award 2025 goes to pioneer of the Transformation in the laundry detergent and cleaning products sector

23 June: Under the direction of the Recyclate Initiative, one billion bottles of 100% post-consumer recyclate are produced – a new world record!

Goals for 2025:

All packaging from Werner & Mertz made from 100% recyclable material AND from 100% recyclates

23 June: Event to celebrate the new world record with guests from business, politics and media is held in Berlin