Chronology Recyclate Initiative



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















5074

2013: In December

2014: REWE joins the Recyclate

Initiative as retail partner

2014: First test series in

washing detergent bottles

clates 20% of which from

retail market for dish-

made up 100% recv-

the Yellow Bag

the recyclate share of all

Frosch PET bottles

is more than 80%



PackThe Future





WPO WORLD PACKAGING

PLASTICS RECYCLING &

German Packaging Award for recyclable stand-up pouch from 100% recyclates from the



The patented stand-up nouch from Werner & Mertz and Mondi Star

Presentation of the German

to Reinhard Schneider for

his corporate sustainability

Environmental Award

strategy.

Develonment

of sustainable and recycla-

2017: Hinged caps of

recyclable monomateria

2018: Completion of patented con-

cept for stand-up pouch of 100%

Material Health Certification (MHC)

printing inks.

in GOLD from Cradle to Cradle Cer-

tified™ awarded to Siegwerk Druck-

farben AG & Co. KGaA and Werner & Mertz for sustainable UV offset



German Design Award for completely

for recyclable packaging of Frosch brand products





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



WorldStar Packaging Award

2022 for rPET bottles with a

German Packaging Award

2022 for the first trigger for



5055

First spray head for

the circular economy

completely recyclable and for the first

time, with post-consumer recyclate in mechanical components



2023

bruce matter

for the climate

75 %



Innovative Solutions category received for the recyclable stand-up pouch.

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





ERecycled plastic

used for the first time

(rPET, Bottle to Bottle)

At the start 30%, then

successive increases

in the proportion of recyclates

2011: Since De-

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 rPFT (as part

presented to the public for

the first time at the German

Partner: Nahu Unisensor

Der Grüne Punkt, Alpla

Sustainability Day in Düsseldor

2011: In January

sions with Unisen-

sor on subject of

sorting technology

the first discus-















PackThe Future









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 schonung (Resource Conservation Alliance)

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

the Yellow Bag

First hottle of 100% HDPF from the Yellow Bag for emsal floor care and green care Professional





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

2015: 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

2016: RS took part in a Woche der Umwelt panel discussion "Trash in the Oceans - A Societal Challenge" during Environ-

ment Week in Schloss Bellevue



2015: Conversion



Germany's Best Practice 620 G 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



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 Svenia Schulze. RS visits the OOC in Bali, where he presents the

2019

Development of a a basket made from recycled PET trays from the nost-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



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



Werner & Mertz has its products certified hy RAI

5050

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



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 See cosmetic packaging made from nost-consumer recyclates

5057





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



Werner & Mertz, Beiersdorf and

GUIDANCE



Rheinland-pfälzische Umweltm nisterin 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



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



Chancellor Robert Habeck talks with R Schneider about highquality mechanical recycling of plastic from the Yellow Bag as a milestone in environmental and climate protection in Germany.



23 .lune: Event to celebrate the new world record with quests from business, politics and media is held

2024

bottle made from

integrated dosing cap

completely recyclable refill pouch of a

100% rPE with

of 100% rPP, and

monomaterial (PE)

2025 tem for professional cleaning consisting of Switch dosing



23 June: Effective immediately, Werner & Mertz will begin converting the rPET bottles for the Frosch brand to 100

Goals for 2025:

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



