

Chronology Recyclate Initiative



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

ZEITWISSEN-Preis MUT ZUR NACHHALTIGKEIT



PackTheFuture

GERMAN PACKAGING AWARD WINNER 2018

NEW MATERIAL WINNER 2017



GERMAN PACKAGING AWARD

SUSTAINABILITY WINNER 2018

NEW MATERIAL WINNER 2019



WPO WORLD PACKAGING ORGANISATION

WORLDSTAR WINNER 2020



Sustainability award for recyclable packaging of Frosch brand products



WPO WORLD PACKAGING ORGANISATION

WORLDSTAR WINNER 2022



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



Umwelt Management Preis 2025

Environmental Management Award 2025 in the category "Best Measures for Improving Environmental Performance" for the Recyclate Initiative.



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



SIEGER

Deutscher Nachhaltigkeitspreis 2025



WPO WORLD PACKAGING ORGANISATION

WORLDSTAR WINNER 2026



Werner & Mertz wins WorldStar Packaging Award 2026 twice: Werner & Mertz developed a completely recyclable stand-up pouch, the first to contain post-consumer recyclate from the Yellow Bag. And an innovative dosing system Switch for the professional sector



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



German Packaging Award 2025 in the category Sustainability with Use of Recycled Material for the recyclable stand-up pouch, (which for the first time contains 27 % Post-Consumer Recyclate)



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



German Packaging Award 2022 for the first trigger for



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



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



PLASTICS RECYCLING AWARDS EUROPE



PackTheFuture

2008-2012

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

2011: In January the first discussions with Unisen-sor on subject of sorting technology

2011: Since December all Froch 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



2013-2014

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

2014: REWE joins the Recyclate Initiative as retail partner

2014: First test series in retail market for dish-washing 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)

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



2015-2016

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

2017: Hinged caps of 100% rPP

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

2019

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 Froch Senses shower gel)

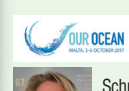
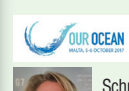
Dedication of new Production Center L8 (largest recyclate production in the world)

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 Froch 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

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



2021

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.

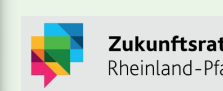


2022

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



2023-2024

2023: Increase the share of rPET from the Yellow Bag to 75%

75% household waste collections (e.g., Yellow Bag)

25% deposit bottles from beverage industry

2024: 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 mono-material (PE)

2023: Federal Minister for the Environment Steffi Lenke 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: 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

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

Increase the share of rPET from the Yellow Bag to 100%

100% household waste collections (e.g., Yellow Bag)

Speakers at the world record celebration in Berlin (from left) Philipp Lehner (CEO ALPLA), Reinhard Schneider (Werner & Mertz owner), Katharina van Bronswijk (psychologist) and Jörg-Andreas Krüger (NABU President)

Robert Habeck, apparently impressed by the world record, congratulates Werner & Mertz



2026

Completely recyclable stand-up pouch, the first to contain 27 % post-consumer recyclate from the Yellow Bag



Preise, Auszeichnungen

Technologische Entwicklung

Aufmerksamkeit Politik und Wirtschaft

