

Media-Information

Tuesday, March 28, 2023

For a successful circular economy:

Interzero provides answers on plastics recycling and recycling-optimised packaging

- Interzero experts show challenges and promising perspectives, the need for regulation, and greenwashing traps
- Participation in "Packaging Waste and Sustainability Forum" on March 29th and 30th 2023 in Brussels, and Interpack from May 4th to 10th in Düsseldorf

Berlin/Cologne. A truly sustainable circular economy can only be achieved by disseminating the knowledge needed to achieve it. That is why Interzero, the leading provider of circular solutions in Europe, is participating in the Packaging Waste and Sustainability Forum, which will bring together recycling professionals from different sectors in Europe on March 29th and 30th 2023 in Brussels.

Plastics recycling - possibilities and perspectives

Patrick Neumann, Product Manager Circular Plastics at Interzero Plastics Recycling, and Julian Thielen, Head of "Made for Recycling" at the recycling alliance of Interzero, Interseroh+, will describe the promising perspectives based on their practical experience. However, they will also clearly show where there is still an urgent need for political regulation and where greenwashing traps lurk due to false ambitions and marketing specifications.

Patrick Neumann's presentation "Feeding the Demand for recycled Products" on May 30th at 10:50 a.m. will focus on:

- Existing recycling targets for Fast Moving Consumer Goods and what this means for the need for recycled plastics – market developments and observations
- Challenges for recycling from new packaging designs – lighter films, paper plastic composites and others
- Reduce, Reuse, Recycle – how the circular economy helps to manage the economy – Mechanical recycling first, chemical recycling second – a positioning

"Among other things, we want to raise awareness of the opportunities and challenges in mechanical recycling and look forward to exchanging ideas with brand companies, converters, but also other recycling companies in order to advance the circular economy in Europe together," says Patrick Neumann.

Recycling-optimised packaging

Julian Thielen will participate in the panel discussion "Packaging Materials and Recyclable Packaging: What will be used in 2030?" on March 30th at 11:25 a.m. His topics are:

- Eco-fee modulation – Sustainable packaging pays off
- Differences in collection, sorting, and recycling and the influence on packaging design
- Role of fibre-based packaging
- The challenging and ambitious vision we need to address for packaging by 2030, internationally and in the EU – necessary economic policy instruments
- The regulatory measures to accelerate packaging consumption prevention, reuse, refill, and recyclability

Julian Thielen states clearly: "Packaging of tomorrow is part of the product and must be equally sustainable to ensure sustainable use. This promotes sales and protects the environment and the climate."

"Made for Recycling" also at Interpack

Julian Thielen and his colleagues from Interzero+ will also be at the Interpack trade fair from May 4th to 10th in Düsseldorf. They will be presenting solutions for packaging optimisation and licensing and best-practice examples of recycling-friendly packaging in Hall 9 - Stand A 19 – including services relating to the "Made for Recycling" seal, Europe-wide packaging licensing, and packaging labelling. Visitors to the stand also have the chance of a free compliance check!

About Interzero:

Interzero is one of the leading service providers in the field of closing product, material, and logistics loops as well as an innovation leader in plastics recycling with the largest sorting capacity in Europe. Under the guiding principle of "zero waste solutions", the company supports over 50,000 customers throughout Europe on the responsible handling of recyclable materials, thus helping them to improve their own sustainability balance and conserve primary resources. With about 2,000 employees, the company achieves a turnover of over one billion euros (2021). According to Fraunhofer UMSICHT, Interzero's recycling activities will save one million tonnes of greenhouse gases compared to primary production and more than 12.5 million tonnes of primary raw materials in 2021 alone. Further information can be found at www.interzero.de.

Please also note our online portal www.recyclingnews.de with information on the topics of raw materials and recycling as well as our social media channels:

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