

# Press release

Wednesday, 11 September 2019

## “Made for Recycling”: Environmentally and recycling-friendly packaging

### FachPack 2019: Interseroh presents assessment method for climate and resource-conserving packaging optimisation

- +++ Scientifically founded analysis methodology supports manufacturers and retail trade in fulfilling the new minimum standard according to the German Packaging Act
- +++ Test under real conditions: points system determines how packaging behaves during collection, sorting and recycling
- +++ Benefit from expertise: specialist presentations from 24-26 September 2019 in Hall 9, Stand 126

Cologne. At FachPack in Nuremberg from 24 to 26 September 2019, Interseroh will show how packaging not only protects the packaged goods, but also relieves the burden on the climate and the environment. With the scientifically founded analysis methodology “Made for Recycling”, the environmental services provider assesses the recycling capability of packaging and highlights concrete potential for improvement.

“Appropriate to the main theme of this year’s FachPack ‘*Environmentally-Friendly Packaging*’, we present an effective tool to balance product protection and closed-loop circulation – both central tasks of packaging,” says **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “We want to show the professional visitors to the trade fair how even simple changes can have a significant, positive impact on the recycling capability of packaging.”

Thanks to the Interseroh service “Made for Recycling”, companies can make specific improvements to their packaging in just a few weeks and thus fulfil in full the minimum standard for recycling capability that has applied since September 2019 according to the German Packaging Act. Analyses are initially being carried out in laboratory tests under realistic conditions as to how packaging behaves during collection, sorting and recycling. Using near-infrared scanners, which are among the standard equipment of sorting plants today, Interseroh determines whether packaging is also detected correctly in different positions on the conveyor belt. The results are assessed using a standardised point system that packaging and recycling specialists of Interseroh have developed together with the bifa environmental institute. Additionally, the scientific methodology was tested and confirmed by experts of the Fraunhofer Institute for Process Engineering and Packaging (IVV).

The Interseroh stand in Hall 9 is dedicated completely to the new consulting service “Made for Recycling”. The variety of information related to a recycling-friendly packaging design is complemented by a more in-depth programme with daily expert presentations:

- 24/9, 14.00:** How does the sorting of packaging from the Yellow Bag work? Dos and don'ts of recycling-friendly packaging design
- 25/9, 11.00:** Pollutants in plastic packaging from a recycling perspective
- 26/9, 11.00:** We explain! The recycling capability of paper and paper composites

You can find more information on "Made for Recycling" at <https://www.interseroh.de/en/services/consulting/packaging-optimisation/>

#### **About Interseroh**

Next to ALBA, Interseroh is one brand under the umbrella of the ALBA Group. The ALBA Group is one of the leading recycling and environmental services companies as well as raw material providers worldwide and operates within Germany, Europa and Asia. In 2018 its divisions generated an annual turnover of 2.1 billion Euros and employed a staff of more than 8,000 employees. In 2017 alone ALBA Group saved almost 4.1 million tonnes of greenhouse gases compared to primary production and at the same time about 30.2 million tonnes of primary raw materials through its recycling activities.

Further information on Interseroh can be found at [www.interseroh.com](http://www.interseroh.com).

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