

# Press release

Tuesday, 8 October 2019

## New online tool from Interseroh

# “Check for Recycling” – the smart and fast test for packaging

+++ Simple entry into the systematic packaging optimisation

+++ To a first ecological assessment of packaging in just a few clicks

Cologne. How well can product packaging be collected separately, sorted and recycled into new products and packaging? With the new “**Check for Recycling**” service from Interseroh, companies can now find this out for themselves. Thanks to the fast and simple online test, it is possible to make a first assessment of the recycling capability of packaging with just a few pieces of information needing to be provided. “The quick check is another customer-orientated innovation from Interseroh that supports companies in optimising their packaging according to the minimum standards of the Central Agency,” says **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. The online tool can be accessed directly via the customer portal of the Dual System Interseroh.

“Check for Recycling” couldn’t be simpler: The user enters the data on size, weight and composition of the packaging and the components into the self-explanatory input mask. For further documentation, they can also upload a photograph of the packaging material in question. With one click, the **quick analysis** starts and the user receives an assessment for the sub-areas of collection, sorting and recycling as well as an **overall estimation of the recycling capability**. In the customised database, it is immediately visible how environmentally friendly a packaging portfolio already is; additionally, assessments that have already been created can be accessed again.

From the status quo to packaging optimisation: The online tool “Check for Recycling” highlights where companies currently are with their packaging and where there is a concrete need for action. On this basis, in the next step they can then optimise their packaging in a targeted manner using the scientifically founded consulting service “Made for Recycling” from Interseroh. Here, the recycling capability of the packaging is analysed in laboratory tests and concrete recommendations are derived. At the end of the process, usually the companies can prove with the “Made for Recycling” seal that their packaging is highly capable of being recycled. “With our services, it is now even easier for packaging manufacturers and bottlers to



achieve fast progress on the way to an environmentally friendly packaging design," says Markus Müller-Drexel.

#### **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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