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# Press release

Thursday, 10 October 2019

## Expert platform “Future Resources 2019”

# Designing packaging the right way: from the idea to the implementation

- +++ Summary after almost one year of the German Packaging Act and best-practice examples for sustainable packaging optimisation
- +++ Dialogue forum in Frankfurt brings together all the stakeholders in the packaging loop

Cologne/Frankfurt. The packaging market is changing. At the “Future Resources 2019” conference on 7th November 2019, experts from the retail trade, the consumer goods industry and the recycling sector will be discussing the paths to achieving the climate- and resources-conserving use of packaging products. Following the positive feedback in previous years, the event’s organisers, Interseroh and the Deutsches Verpackungsinstitut (*German Packaging Institute*) e.V. (dvi), are expecting a high turnout at the event. “Designing packaging the right way – the message has now arrived in the market”, explained **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “Businesses have understood that they have to consider the recycling capability of the packaging as soon as the design stage – just the same as the product protection, the advertising function or the transport logistics.”

Designing packaging so that it can be sent to the **closed recyclable loop** after its use – this approach has also been pushed forward by the new German Packaging Act. At the conference, Gunda Rachut, Chair of the Central Packaging Register Foundation, will be drawing some initial conclusions after approximately one year of the Packaging Act. At the same time, best practice examples and innovative packaging solutions from start-up businesses will also be on show. This includes a manufacturer of organic popcorn who has switched from a non-recyclable material mix to mono-material packaging which is suitable for the closed-loop system without compromising the product protection.

“The worlds of industry and retail have set the course for all packaging to be recyclable by 2025, and plastic packaging, in particular, to consist of at least 50 percent recycled material,” explained **Winfried Batzke, Managing Director of the dvi**. “In this respect, Future Resources has established itself as an important dialogue and discussion platform for the stakeholders in the closed loop for packaging. After all, it is now important to take the required steps at every stage of the value chain and to coordinate with each other.”

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It has also proven possible to secure the following highly-regarded speakers for the conference: Prof. Dr. Josef Radermacher, pioneer for the eco-social market economy and member of the Club of Rome, as well as Sebastian Bayer, Managing Director Marketing and Procurement at dm-drogerie markt GmbH + Co. KG, and Kristin Buro, Bahlsen GmbH & Co. KG.

The "Future Resources 2019" conference is taking place at the Römerberg on 7 November 2019 in the heart of the Old Town of Frankfurt. Further information about the event, the programme and registration is available at: [www.future-resources.de](http://www.future-resources.de). [www.future-resources.de](http://www.future-resources.de).

#### **About the Deutsches Verpackungsinstitut e.V. (dvi):**

The Deutsches Verpackungsinstitut e.V. (dvi) (*German Packaging Institute*) is the only network for the packaging industry to bring together companies from every stage of the value chain. The dvi supports the transfer of knowledge and promotes discussions between more than 230 companies, institutions and partners. The dvi is a platform for information, insights, inspiration and discussions surrounding the topic of packaging.

Further information about the dvi is available at [www.verpackung.org](http://www.verpackung.org).

#### **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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**Caption: (f.l.t.r.) Winfried Batzke, Managing Director dvi, and Markus Müller-Drexel, Managing Director INTERSEROH Dienstleistungs GmbH, at the „Future Resources 2018“**

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