

Press release

Tuesday, 14 September 2021

The FACHPACK 2021 trade fair

“Made for Recycling” – packaging analysis by Interseroh now available for the international market

- +++ Starting shot for international packaging analysis from Interseroh – at the FACHPACK trade fair from 28 - 30 September 2021 at the Nuremberg exhibition centre
- +++ Offer for customers of Interseroh: reliable assessment of recyclability in selected European countries
- +++ Hybrid event including special presentation on the focal topic of internationalisation

Cologne. Recyclable packaging – certified for the international market: environmental services provider Interseroh will be presenting its extended range of “Made for Recycling” services at the European trade fair for packaging, technology and processes, FACHPACK, from 28 to 30 September 2021. “The demand is considerable. Our customers want to know whether their packaging can be recycled in France or Italy, for example, to the same high quality as it is in Germany,” explains **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “With the internationalisation of our scientifically-based packaging analysis, we will be able to provide companies with even better support in the future with the development of sustainable and resource-saving packaging solutions for their sales markets.”

The “Made for Recycling” method of assessment is established as the standard for recyclable packaging in Germany. Three years after its launch, the international rollout is now taking place: from now on, all interested companies are also able to benefit from the independent assessment of recyclability in selected European countries. In this context, the experts don’t just assess the materials and the design of the packaging, but also the actual sorting capability and recyclability, which depend heavily on the local technological infrastructure. The international packaging analysis has been validated by the bifa Environmental Institute and the Fraunhofer Institute for Process Engineering and Packaging IVV, and will initially be available for Belgium, Denmark, France, Italy, the Netherlands, Austria, Switzerland, Poland, Spain and the UK. With the “Made for Recycling” seal, manufacturers can also demonstrate to their customers that they attribute great importance to an efficient circular economy and take responsibility for the protection of the climate and resources.

This year’s FACHPACK trade fair has been planned to take place as a hybrid event, which means that those interested can obtain information at the Interseroh stand at the Nuremberg exhibition centre or through the digital [myFackpack](#) platform. One of the highlights of the event will be a presentation on the subject of internationalisation by packaging expert Julian Thielen.

On the occasion of the trade fair, Interseroh will also be offering a 33 percent discount on the new international “Made for Recycling” packaging analysis. The offer will be available online at <https://www.interseroh.de/leistungen/beratung/verpackungsoptimierung/verpackungsanalyse/> from 27 September until 5 October and at the Interseroh trade fair stand until 8 October.

Interseroh will be in hall 6, stand 420 of the FACHPACK 2021. It goes without saying that we attribute considerable importance to the currently applicable coronavirus protection measures and to your safety. You are also welcome to visit us at the online digital trade fair area at “myFachpack”. We look forward to meeting you!

About Interseroh

Interseroh, an ALBA Group company, is one of the leading environmental services providers for the closure of product, material and logistics loops. From next year onwards, Interseroh will be launching a new dual system and a new concept. The offer from the newly-founded company Interseroh+ GmbH is oriented to all companies which not only want to fulfil their legal obligation for packaging licensing but also want to take responsibility for closing recycling and raw material loops. And if they so wish, they can become a silent partner in the start-up.

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 2020 its divisions generated an annual turnover of 1.9 billion Euros and employed a staff of approx. 8,700 employees. In 2019 alone ALBA Group saved 4.2 million tonnes of greenhouse gases compared to primary production and at the same time 32.3 million tonnes of primary raw materials through its recycling activities.

Further information on Interseroh can be found at www.interseroh.com.

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