

Press release

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Award for eco-friendly packaging design

“PackTheFuture”: Markus Müller-Drexel presents Sustainable Plastic Packaging Award in the Ecodesign category

+++ Interseroh, as the new partner of the initiative “PackTheFuture”, involved in the award winners’ selection for “Sustainable Plastic Packaging Award”

Cologne/Paris. As the new partner of the initiative “PackTheFuture”, Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH, presented this year’s Sustainable Packaging Award in the Ecodesign category to the companies Groupe Barbier, Heinz Plastics Böhm, Incoplas, Jokey Plastik Wipperfürth and Nordfolien at yesterday’s ALL4PACK trade show in Paris. The winners prevailed against 34 competitors in this category. The candidates were able to apply in four categories in total: Ecodesign, Product Protection, Consumer Benefit and Save Food. The objective of this prize is to advance the creative potential in the field of sustainable plastic packaging in Europe.

“This year, we were able to assess exciting innovations which make a real contribution to environmental protection”, said **Markus Müller-Drexel**. “All five winners have impressed us with their recyclable and therefore sustainable plastic packaging. It represents a positive example of active circular economy – for our environment and for a world without waste. We would like to thank all the participants and congratulate the award winners.”

To assess the recycling capability of the packaging, the environmental services provider Interseroh focuses on three criteria in particular: Firstly, the packaging should best be made of mono-material to allow for a homogeneous separation of the packaging. Secondly, the packaging should be free from unnecessary barrier layers or metallised materials. And thirdly, the type of packaging should be intuitively identifiable by consumers and should point them clearly towards the respective collection system for used packaging, which is often made difficult by paper compounds.

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 2017 its



divisions generated an annual turnover of approx. 1.8 billion Euros and employed a staff of about 7,500 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. All press releases of the ALBA Group may be subscribed to via RSS feed at www.albagroup.de/presse.

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