

Press release

Wednesday, June 7, 2017

Third Packaging Day run by DVI

Interseroh presents a new service for packaging optimisation

Cologne/Berlin. INTERSEROH Dienstleistungs GmbH, a subsidiary of the international recycling expert ALBA Group, presented its new service for packaging optimisation “Made for Recycling” to an audience of packaging developers from renowned brand manufacturers today at the “Packaging Day”. The service was presented during a guided tour through one of the four ALBA high-tech sorting plants for lightweight packaging and other recyclables in Berlin-Mahlsdorf, where the guests could get a picture on site of how important it is to integrate recyclability into a product’s development process. The Deutsche Verpackungsinstitut e.V. (DVI – German Packaging Institute) organised the “Packaging Day” for the third time.

As part of the new “Made for Recycling” service, Interseroh analyses the lifecycle of packaging from production to waste management and reuse together with the customer. The aim is to sustainably improve the recyclability of packaging. Packaging optimisation protects natural resources and the climate, and convinces environmentally conscious consumers.

“Packaging recycling starts with product development. In times of an increasing shortage in raw materials as well as the growing importance of eco-design and compulsory recycling labels, product manufacturers have no choice but to confront this issue. This is where our “Made for Recycling” service comes in”, says **Markus Müller-Drexel, CEO of INTERSEROH Dienstleistungs GmbH**. “We help combine product and design requirements with recyclability. Only if packaging developers and recycling industry work together we can recycle more and protect primary resources.”

Anyone interested can find more information about the Interseroh packaging optimisation service at <https://www.interseroh.de/leistungen/verpackungsoptimierung>.

About Interseroh

Next to ALBA, Interseroh is one brand under the umbrella of the ALBA Group. The ALBA Group operates with a total of about 7,500 employees within Germany, Europe and Asia. With an annual turnover of approx. 1.8 billion Euros (2016) ALBA Group is one of the leading recycling and environmental services companies as well as raw material providers worldwide. In 2015 alone ALBA Group saved almost 5.9 million tonnes of greenhouse gases compared to



primary production and at the same time about 51.8 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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