Press release

**ALPLA at PLMA trade show in Amsterdam**Recycling of plastic packaging: insights into outstanding Recyclate-Initiative

*Hard, 14 May 2018 – At the invitation of ECC Ecological Cleaning and Care GmbH, part of the Werner & Mertz Group, ALPLA is taking part in the international PLMA trade show on 29 and 30 May in Amsterdam. The packaging specialist will present the Recyclate-Initiative together with its long-term customer Werner & Mertz and Der Grüne Punkt at stand N-3722 in hall 8.*

Werner & Mertz, ALPLA and Der Grüne Punkt have been cooperating successfully on the Recyclate-Initiative for many years. The three partners will present the project to an international audience at the PLMA ‘World of Private Label’ trade show on 29 and 30 May. At their joint stand, they will illustrate the entire cycle of a PET or HDPE bottle made from recycled material – from collection of the plastic waste and processing of the recycled plastics into new packaging through to placing the product on the shop shelf.

‘We look at the Recyclate-Initiative launched by Werner & Mertz as a showcase project which will steer many other companies in the future. It shows how a modern circular economy works,’ says ALPLA CEO Günther Lehner, emphasising: ‘Thanks to the well-organised collaboration between all those involved in the project, we are able to make a contribution towards sustainability.’ Visitors can meet the recycling and technology experts from ALPLA at stand N-3722 in hall 8 (non-food area).

**Multiple award-winning initiative**Werner & Mertz launched the Recyclate-Initiative in 2012. The aim of the cooperation is to enable effective recycling of waste plastic (PET and HDPE) and introduce them into a closed material cycle based on a cradle-to-cradle principle. ALPLA has been a partner of the initiative since the very beginning and brings its decades of expertise in the production of recycled plastics and processing into bottles and closures to the fore. In 2016, bottles were produced from 100% HDPE recycled materials for the first time. Several awards, such as the WorldStar Packaging Award and the Gold German Packaging Award, recognise the commitment of the companies involved.

**World of Private Label trade show**The PLMA ‘World of Private Label’ is an international trade show. The Private Label Manufacturers Association (PLMA), with branches in Amsterdam and New York, is responsible for the organisation of the event. This year’s event takes place in the RAI Exhibition Centre in Amsterdam on 29 and 30 May. Around 2,500 exhibiting companies (retailers, wholesalers and producers) will present their products in the food and non-food areas.

More information: [www.alpla.com](http://www.alpla.com) and [www.wir-fuer-recyclat.de](http://www.wir-fuer-recyclat.de) (Recyclate-Initiative)  
For more information about the trade show, visit: [www.plmainternational.com](http://www.plmainternational.com)

**About ALPLA:**ALPLA is one of the leading companies in plastic packaging. Around 19,300 employees worldwide produce custom-made packaging systems, bottles, closures and moulded parts at 176 sites across 45 countries. ALPLA also operates recycling plants at three locations with an annual capacity of 65,000 tonnes of food-grade rPET. The high-quality packaging is used in a wide range of areas, including for food and drinks, cosmetics and care products, household detergents, washing and cleaning agents, engine oils and lubricants. ALPLA celebrated its 60th anniversary in 2015.

**Caption:  
ALPLA-PA-PLMA-ECC-Range.jpg** and **ALPLA-ECC-all-purpose-cleaner.jpg** and **ALPLA-ECC-all-purpose-cleaner-lavender.jpg:** At the invitation of ECC Ecological Cleaning and Care GmbH, part of the Werner & Mertz Group, ALPLA is taking part in the international PLMA trade show on 29 and 30 May in Amsterdam. The partners will present the Recyclate-Initiative as well as outstanding packaging solutions from recycled plastics.

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