ALPLA Group

Press release

**ALPLA builds HDPE recycling plant in Mexico**

Launch planned for second half of 2021 – capacity of 15,000 tonnes’ rHDPE annually

*Hard, 17 September 2020 – ALPLA Group, a global specialist for packaging solutions and recycling, continues to pursue a strategy of expanding its recycling activities worldwide. The family-owned enterprise from Austria is now building a plant in Mexico for recycling HDPE. It is planned to produce 15,000 tonnes of post-consumer recycled material each year.*

ALPLA has acquired a property in Toluca, capital city of the State of México in the country’s centre. Construction of a state-of-the-art recycling plant will commence on it in autumn 2020, with its launch planned for the second half of 2021. The amount invested is roughly 15 million euros and 65 jobs will be created. The company will be run as a 100-per-cent subsidiary of ALPLA, while the facility will have an annual capacity of 15,000 tonnes of HDPE recycled material for non-food applications, for example for packaging solutions for personal care or household cleaning products. The target markets are primarily Mexico, neighbouring countries in Central America and the United States.

**Enabling a circular economy**

By making this investment, ALPLA is realising its global objectives for the New Plastics Economy (an initiative of the Ellen MacArthur Foundation). Secondly, the family-run company is staying true to its regional strategy, as Georg Lässer, Head of Recycling, explains, ‘ALPLA has been demonstrating forward-looking action in the field of recycling for many years. We invest in regions where the demand for recycled material is not yet that high. In doing this, we give used plastics value and act as role models for the achievement of the circular economy.’ Carlos Torres, Mexico Regional Manager, adds, ‘This is how we generate demand among collection companies and support the development of the necessary infrastructure. In addition, we can offer our regional customers the “circularity” demanded of recyclable materials.’

**Many years’ experience in the region**

ALPLA possesses many years of experience in recycling post-consumer PET in Mexico. The first bottle-to-bottle recycling plant in Latin America commenced operation back in 2005 with *Industria Mexicana de Reciclaje* (IMER). IMER is a joint venture between ALPLA México, Coca-Cola México and Coca-Cola Femsa. By joining forces, the partners have established the infrastructure for collecting and recycling used PET beverage bottles over the last 15 years. They produce almost 15,000 tonnes of food-grade recycled material from post-consumer PET each year. ALPLA is seeking to utilise this network and vast experience in its development of HDPE recycling within the region.

ALPLA announced its acquisition of two recycling plants in Spain in November 2019, taking its first step in the field of HDPE recycling.

More information about the company: [www.alpla.com](http://www.alpla.com)

**About ALPLA Group:**

ALPLA is one of the leading companies involved in plastic packaging. Around 20,800 employees worldwide produce custom-made packaging systems, bottles, caps and moulded parts at its 181 sites across 46 countries. 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, pharmaceutical products, engine oils and lubricants.   
ALPLA operates its own recycling plants for PET and HDPE in Austria, Poland and Spain, and in the form of joint ventures in Mexico and Germany. By signing the New Plastics Economy’s Global Commitment in October 2018, ALPLA pledged to achieve certain goals by 2025: all packaging solutions are to be fully recyclable and the volume of recycled materials is to increase to 25 per cent of the total materials used. A sum of 50 million euros has been earmarked for ALPLA’s expansion of its recycling activities.

**Captions:**

**ALPLA-Recycling-Mexiko.jpg:** Rendering of the new recycling plant for HDPE in Toluca, Mexico.

Copyright: ALPLA. Reprinting free of charge for reporting on ALPLA. Photo credit required.

**Enquiry information for editorial:**

ALPLA, Alexandra Dittrich (PR & Corporate Communications), tel.: +43 (0)5574 6021 083, email: [alexandra.dittrich@alpla.com](mailto:alexandra.dittrich@alpla.com)

Pzwei. Pressearbeit, Werner F. Sommer, tel.: +43 (0)699 1025 4817, email: [werner.sommer@pzwei.at](mailto:werner.sommer@pzwei.at)