

Greiner Packaging takes sustainability seriously, and is a proud founding member of the UK Plastics Pact

The objective of the UK Plastics Pact, which was presented yesterday in London, is to keep plastic away from nature, and to keep it in the economy as long as possible. Great Britain is taking the global lead with the unique initiative of turning the plastic economy into a circular economy, while at the same time actively counteracting environmental pollution from plastic waste. With its branch in Dungannon, UK, Greiner Packaging has signed the pact – one of the first companies to do so, and only one of two packaging companies worldwide to join.

Kremsmünster, April 2018. Since 2016, Greiner Packaging has been a member of the Ellen MacArthur Foundation. As part of the “New Plastics Economy,” it has been devoting itself to the entire value-added chain of packaging – from raw material through manufacture and retail sale, all the way to collection and processing. The objective of the initiative is to close the packaging loop and develop systems through which the packaging does not lose value and can either be recycled, composted, or reused. The UK Plastics Pact, led by not-for-profit organization WRAP, is the first of a global network of such pacts, enabled by the Ellen MacArthur Foundation’s New Plastics Economy initiative. “We are proud to be one of the first companies to be part of the UK Plastics Pact. By joining, we want to show that sustainability is an important issue for us and we take it seriously and take it into account in the entire value-added chain,” emphasizes Philip Woolsey, CEO of Greiner Packaging UK.

Reducing single-use plastics and developing new cycle systems

The objective is to keep plastics away from nature and to put the entire packaging system on a new footing. By signing the pact, Greiner Packaging UK is making a commitment to contribute to that goal. Reducing problematic and unnecessary single-use plastics plays an important role in this. A total of 42 companies, among them big food, beverage, and non-food brands, but also manufacturers, retailers, plastics processors, and packaging suppliers, have signed the pact.

The initiative stipulates achieving ambitious targets by 2025:

- Eliminate problematic or unnecessary single-use packaging through redesign, innovation or alternative (re-use) delivery models.
- 100% of plastic packaging to be recyclable, reusable or compostable.
- 70% of plastic packaging effectively recycled or composted.
- 30% average recycled content across all plastic packaging.

Benefits for the environment, opportunities for the economy

The UK Plastics Pact is unique in its own way, and further global initiatives are expected to follow as part of the New Plastics Economy Initiative of the Ellen MacArthur Foundation. “We are delighted to launch this pioneering national implementation initiative with WRAP in the UK. This bold new pact will bring together businesses, policymakers and the public to create a circular economy for plastics that tackles the causes of plastics waste and pollution, not just the symptoms. Focussing on innovation, better packaging design and end-of-use systems will not only generate long-term benefits for the environment, but is also a huge economic opportunity. We encourage others around the world to help drive this momentum towards

finding global solutions to what is a global problem,” says Ellen MacArthur, founder of the Ellen MacArthur Foundation.

Added value on all levels

“Global solutions are needed in the plastics sector. We are aware that there are still many obstacles along the way to achieving less plastic waste. Together with our partners, we will therefore be thinking about how we can increase the proportion of recycled material in new packaging and how we can develop reusable packaging. It is important for us to be able to offer added value to our customers with our packaging, while at the same time protecting mankind and the environment in the best possible way,” says Philip Woolsey, elaborating on the strategy of Greiner Packaging.

For more information on the entire initiative, go to www.wrap.org.uk/UKplasticspact

About the UK Plastics Pact

The global plastics crisis requires a global solution. This is why the Ellen MacArthur Foundation is launching The Plastics Pact – a unique international network of national and regional initiatives. The UK Plastics Pact is the first of these initiatives, and Chile will follow later this year. Each initiative will work towards a shared global vision of a circular economy for plastics – in which plastics stay in the economy and out of the environment – set out by the Ellen MacArthur Foundation’s New Plastics Economy initiative. Each Plastics Pact initiative will bring together local stakeholders, including businesses, policy-makers and NGOs, to set ambitious, time-bound, targets to eliminate unnecessary and problematic single-use plastic packaging through redesign, innovation or alternatives; ensure all plastic packaging is reusable, recyclable or compostable; improve the collection and recycling of plastic packaging; and increase the recycled content used in plastic packaging to drive demand for recycled materials.

About Greiner Packaging

Greiner Packaging is one of Europe’s leading manufacturers of plastic packaging in the Food and Non-Food sector. The company has been known for nearly 60 years for its great skill in providing development, design, production, and decoration solutions. Greiner Packaging faces the challenges with two business units: Packaging and Assistec. Greiner Packaging employs around 4,400 employees at more than 30 locations in 19 countries worldwide. The company achieved annual sales of EUR 581 million in 2016 (including joint ventures). This represents more than one third of the total sales of the Greiner Group.

MEDIA INFORMATION

April 27, 2018

Greiner Packaging

Text:

The text file can be downloaded from:

<https://mam.greiner.at/pinaccess/showpin.do?pinCode=zXQ7zpB0Hg5P>

For inquiries, please contact:

Mag. Carina Maurer, Bacc. I Text, concept & PR
SPS MARKETING GmbH | B 2 Businessclass | Linz, Stuttgart
Jaxstraße 2 – 4, A-4020 Linz, Austria
Phone: +43 (0) 732 60 50 38-29
Email: c.maurer@sps-marketing.com
www.sps-marketing.com

Greiner Packaging International GmbH

Greinerstraße 70, A-4550 Kremsmünster

www.greiner-gpi.com

