SIEGWERK

11/24/2020 Pressemitteilungen Press release

Siegwerk joins the Circular Packaging Alliance to boost the EU market for recycled plastics.

Siegwerk will lend its expertise in circular solutions for packaging to this important initiative.



Siegwerk, a leading global provider of printing inks for packaging applications and labels, is one of the newest members of the Circular Plastics Alliance. The alliance is supported by the European Commission in the context of the European Plastics Strategy and has set an ambitious target: that by 2025 at least 10 million tons of recycled plastics be incorporated into products and packaging in Europe annually.

Joining over 240 organizations spanning the entire plastics value chain, Siegwerk is the latest to sign the declaration and commit its' support to deliver on the circular economy for plastics.

Siegwerk is actively developing solutions for packaging, to facilitate the realization of a circular economy. As such, the goals of the alliance are perfectly aligned with the objectives of Siegwerk.

Part of Siegwerk's Circular Economy strategy includes the Design 4 Recycling initiative, aiming to close the loop for plastic waste by enabling, for example, the recycling of mono-plastic packaging.

"Achieving the Circular Plastics Alliance's targets requires scale not only in terms of quantity but also in quality of recycled plastics. With our Circular Economy strategy we are actively working on solutions for better recyclate quality. These include enabling the 'Design 4 Recycling' through innovative ink and coating solutions as well as de-lamination and de-inking solutions," said Alina Marm, Head of Siegwerk's Circular Economy Hub.

Siegwerk and other signatories, representing private and public entities along the packaging value chain, will join forces to enable policies and measures that facilitate the free movement of plastic waste for recycling and recycled plastics in the EU.

Siegwerk will contribute to the objectives of the alliance by participating in relevant working groups, to provide expertise and feedback to key initiatives in progress.

"The only way we can achieve concrete outcomes is by collaborating," Marm said.

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

Tel: +491622002727
Email: nathalie.mueller-samson(at)siegwerk.com



Read and share this content online

Scan the QR code to open this article on the Siegwerk website.