



For immediate release

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## PRESS RELEASE

### Marketing and design crucial for advancing circularity of plastics

Professionals from the plastics recycling sector and its value chain have gathered at the Annual Meeting 2017 in Barcelona on the 15<sup>th</sup> of June at the conference that featured high-level speakers including European Commission, Waste Agency of Catalonia and brand owners.

*Plastic material is at a turning point towards becoming circular, said Ton Emans. High quality recycling and integrating more recyclates in new products will help in accelerating that shift.*

*As we heard today from the European Commission and Waste Agency of Catalonia, policy makers have ambitious plans for enabling this transition and we, as the plastics recycling industry, are happy to be an important part of it, he added.*

The brand owners present at the conference demonstrated how they contribute to the circularity of plastics by integrating recyclates in their products, via their marketing strategies and via taking eco-design into consideration.

PRE has announced an ongoing study on the end-markets for recyclates which will be published in September current year.

The next PRE Annual Meeting will take place on the 11 and 12 of October in Cascais, Portugal.

#### *Speakers of the conference:*

Sarah Nelen, *European Commission*; Josep Simo i Cabre, *Waste Agency of Catalonia*; Begoña de Benito, *Ecoembes*; Carlos Lahoz Buch, *HP*; Murat Haner, *Weleda*; Laia Mas, *Danone*; Hans van Bochove, *Coca Cola*; Gian de Belder & Pierandrea Quarta, *Procter & Gamble*; Mathieu Hestin, *Deloitte*.  
Moderator: Clarissa Morawski, *ReLoop*

**LINK:** <http://www.plasticsrecyclers.eu/news/marketing-and-design-crucial-advancing-circularity-plastics>

#### **About Plastics Recyclers Europe**

*Plastics Recyclers Europe is the professional representative body of plastics recyclers in Europe. PRE promotes plastics mechanical recycling and conditions that enable profitable and sustainable business, while offering a service platform to its members.*

*Our members constitute 80% of the European recycling capacity, processing more than 3 million tonnes of collected plastics per year.*

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#### Press contact:

Emilia Tarlowska: Communication Officer, Plastics Recyclers Europe, Avenue de Cortenberg 71, 1000 Brussels – Belgium  
T: +32 27396376, F: +32 2 732 63 12, [emilia.tarlowska@eupr.org](mailto:emilia.tarlowska@eupr.org)  
[www.plasticsrecyclers.eu](http://www.plasticsrecyclers.eu)

