



Press Release – For immediate release

9th May 2014, Brussels

RecyClass™ is launched

- Register on www.recyclclass.eu to check the recyclability of your packaging
 - Free trial period of 6 months
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PRE officially launched the RecyClass™ tool on May 8th during the *Recycling Conference: 'Let's work together on plastics packaging design'*, which took place at the 2014 InterPack Trade Fair in Düsseldorf, Germany. The ultimate aim of the tool is to improve the design of plastics packaging in respect to its recyclability.

During a video message from the European Commissioner for the Environment, Mr. Janez Potočnik stated that *"Recycling starts in the product design phase. The key to more sustainable plastics is better design of plastics and plastics products."*

"RecyClass™ is based on the existing recycling guidelines, the functioning of today's recycling markets and the experience of the plastics recyclers" said Paolo Glerean (PRE Board Member). Mr. Glerean added *"The users of the tool can instinctively understand how to improve the recyclability of their packaging."*

Dr. Michael Scriba (PRE Board Member) underlined the fact that *"This tool is an opportunity for the industry to work together, learn mutually and improve the position of plastic packaging on the EU markets."*

The RecyClass™ tool enables assessment of any kind of plastic packaging. In a few steps you can discover how environmentally friendly your packaging is. The tool also provides improvement tips for your packaging design. It is now available online (www.recyclclass.eu) in English and German languages for a free trial period of six months.

The conference was attended by high profile professionals, including plastics converters, recyclers, packaging designers and brand owners.

LINK: <http://www.plasticsrecyclers.eu/news/recyclclass-launched>

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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