

Dear members and partners,

Petcore Europe was established on 1st April 2013, from the legacy of former Petcore. We would like to warmly thank all of you, those who have been with us since the beginning, and all those who joined since then.

Thank you for your membership, for your support and trust in what we do. The benefits of working together as a value chain has been acknowledged in several occasions, including in recent comments from the European Commission in the context of the Circular Economy.

Examples such as the success of our recent 160-delegate sold out Petcore Europe Conference and reference of our Polymark project in the recent Ellen MacArthur Foundation report are a couple of examples of recognition to our work.

Our constant aim is to protect, to promote and to undertake all possible initiatives and actions and to develop partnerships to make PET the preferred and sustainable packaging material of choice.

Happy birthday to our association Petcore Europe!

Patrick Peuch, Executive Director Petcore Europe



## Sold-out Petcore Europe Conference 2016 in Brussels a huge success



160 experts and leaders from the entire PET value chain in Europe and beyond met at the 2016 Petcore Europe sold-out conference in Brussels on 23 February.

“This huge success of our annual conference outlines the importance of this

event for participants from all sectors of the PET value chain,” explains Roberto Bertaglia, Petcore Europe President. “We were delighted to welcome so many representatives, from PET resin manufacturers to packaging designers and converters, leading brand owners using PET, waste management organisations and PET recyclers, other related components and machinery equipment as well as the media.”

Looking at the participants’ feedback, more than 90% of all attendees evaluated the event with good or excellent regarding presentations, networking opportunities, organisation and length of the conference. All four conference sessions were also rated highly positive regarding speakers, content, information value as well as relevance for the participants. And the probably most pleasant feedback result: all attendees that had filled in the feedback form confirmed their interest in joining the next Petcore Europe Conference in February 2017.

## Petcore Europe Tracer Workshop in Brussels - How to improve post-consumer plastics sorting efficiency



Petcore Europe - in collaboration with Procter & Gamble - brought together 100 participants from the PET industry, research facilities and the media for its first Tracer Workshop in Brussels on 24 February. The event gave an overview on current active tracer projects and intended to stimulate a cross-industry discussion on how to harmonise the use of tracers in

plastics packaging materials. The focus lied on PET as a start, intending to create a precedent for other plastics later on.

“Petcore Europe organised this first workshop together with Procter & Gamble, a member of our association and a leader also on sustainable packaging, which is at the heart of our own objectives,” outlines Patrick Peuch, Executive Director of Petcore Europe. “Our view is that industry decision makers - such as the brand owners - should be made aware of these possibilities at an early stage so that they can be integrated in their longer-term planning. Our event does not represent a “beauty contest” between different projects. All solutions that were presented today, including our own EU funded and Petcore Europe led Polymark project, are welcome if they bring concrete solutions.”

## Petcore Europe on WikiPETia

PETplanet Insider has launched WikiPETia, a knowledge management system for the complete PET value chain. Check out our article on Petcore Europe [here](#) and don't forget to include all important information on your company.

[WikiPETia.info](http://WikiPETia.info)

## Polymark in the new Ellen MacArthur Foundation publication

The new publication of the Ellen MacArthur Foundation “The new plastics economy - rethinking the future of plastics” is reporting about the Polymark project. The report is the result of a three-year effort led by the Ellen MacArthur Foundation, in partnership with the World Economic Forum and supported by McKinsey & Company, and was presented at the World Economic Forum in Davos. View the report [here](#) (Polymark on pages 36 & 57).

## About Petcore Europe

Petcore Europe is the association based in Brussels representing the whole PET value chain in Europe.

For more information or any questions about Petcore Europe, visit our website:

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or contact Eva Schneider: [eva.schneider@petcore-europe.org](mailto:eva.schneider@petcore-europe.org)



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