

Press release

Tuesday, 3 July 2018

Focus on packaging optimisation

Interseroh new partner of the “PackTheFuture” initiative

- +++ Environmental services provider takes part in the selection of the prize winners for the “Sustainable Plastic Packaging Award” for the first time
- +++ Official prize-giving ceremony on 27 November in Paris

Cologne. This year, INTERSEROH Dienstleistungs GmbH is the partner of the “PackTheFuture – Sustainable Plastic Packaging Award 2018” for the first time, an initiative of the French ELIPSO association for plastic packaging and the German IK Industrievereinigung Kunststoffverpackungen e.V. (*industry association for plastic packaging*). The award honours innovative packaging solutions which contribute to environmental protection. Candidates are able to apply in four categories: Eco-design, Product Protection, Consumer Benefit and Save Food. The objective of this prize is to advance the creative potential in the field of sustainable plastic packaging in Europe.

“The ‘PackTheFuture – Sustainable Plastic Packaging Award 2018’ offers an excellent platform for further extending our commitment to recyclable – and therefore sustainable – plastic packaging,” explained **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “We intend to honour packaging which is innovative and optimised for recycling and therefore represents a positive example for a circular economy. For our environment and for a world without waste.”

In the course of the new collaboration, Müller-Drexel also participated in the decisive meeting of the jury in Paris which took place last week. The prizes will be presented on 27 November as part of the ALL4PACK trade show, which is also taking place in Paris.

About Interseroh

Next to ALBA, Interseroh is one brand under the umbrella of the ALBA Group. The ALBA Group is one of the leading recycling and environmental services companies as well as raw material providers worldwide and operates within Germany, Europa and Asia. In 2017 its



divisions generated an annual turnover of approx. 1.8 billion Euros and employed a staff of about 7,500 employees. In 2016 alone ALBA Group saved almost 4.3 million tonnes of greenhouse gases compared to primary production and at the same time about 36.2 million tonnes of primary raw materials through its recycling activities.

Further information on Interseroh can be found at www.interseroh.com. All press releases of the ALBA Group may be subscribed to via RSS feed at www.albagroup.de/presse.

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