

# Press release

Tuesday, 18 May 2020

## Sustainable design of packaging in the fast-food sector

### Burger King® is awarded the “Made for Recycling” seal from Interseroh for the packaging used on its fruit pouches

+++ Packaging solution made from 100 percent polypropylene (PP) is excellently recyclable

+++ “Made for Recycling” seal as a signal for environmentally-aware consumers

Cologne. Retro look on the outside, forward-looking packaging design on the inside: According to the scientific “Made for Recycling” method, the packaging for the new apple and banana fruit pouches from Burger King® have been classified as excellently recyclable. The “pouch” packaging, which is to be used at the fast food chain from the end of April 2021 onwards, was awarded 19 out of a possible 20 points and is therefore able to carry the quality seal of the environmental services provider Interseroh. “We are pleased that increasing numbers of companies are using recycling-friendly packaging,” explains **Markus Müller-Drexel, Managing Director of INTERSEROH Dienstleistungs GmbH**. “After all, the better the recyclable loop works, the more effectively we are able to reduce the use of natural resources and ease the burden on the climate.”

The “Made for Recycling” testing standard was developed together with the bifa environmental institute, and has been confirmed by the Fraunhofer Institute for Process Engineering and Packaging IVV. The key factor in the positive rating of the new fruit pouches used at Burger King®: they are made exclusively from polypropylene (PP). Conventional pouches, by contrast, often consist of three different materials plus aluminium foil, which makes their mechanical recycling either very hard or even impossible. “For us, the launch of the new packaging is another important step forwards in the direction of sustainability,” explains **Klaus Schmäing, Director Marketing at BURGER KING Germany GmbH**. “The ‘Made for Recycling’ seal supports our customers in making environmentally-aware purchasing decisions.”

The contribution of the recycling of recyclable materials to easing the burden on the climate has also been demonstrated by the “resources SAVED by recycling” study by the Fraunhofer Institute UMSICHT. On this basis, the ALBA Group, to which Interseroh belongs as well, saved with its closed-loop management of 6 million tonnes of materials 4.2 million tonnes of climate-

**ALBA**Group



damaging greenhouse gases in 2019. That is equivalent to the positive annual impact on the climate of roughly 59 million trees.

#### **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 2019 its divisions generated an annual turnover of 2.0 billion Euros and employed a staff of approx. 8,800 employees. In 2019 alone ALBA Group saved 4.2 million tonnes of greenhouse gases compared to primary production and at the same time 32.3 million tonnes of primary raw materials through its recycling activities.

Further information on Interseroh can be found at [www.interseroh.com](http://www.interseroh.com).

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