

Press release

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The recyclability of fibre-based packaging

“Made for Recycling”: Interseroh+ analyses paper packaging according to new CEPI standard

- **“Made for Recycling” packaging analysis with an extended range of services**
- **New method to verify the recyclability of paper packaging**
- **CEPI standard enables an even more detailed, practical assessment**

Cologne. How sustainable is paper packaging? This is a currently much-discussed question – and in many cases, it can only be answered clearly with a targeted recyclability analysis. To make things easier for manufacturers and distributors, environmental services provider Interseroh+ is expanding its established “Made for Recycling” testing portfolio and is now offering assessments for paper packaging according to a new method from the Confederation of European Paper Industries (Cepi).

The recycling specialists at Interseroh+ are among the first to offer an assessment of paper packaging according to the new CEPI methodology. “With the packaging analysis ‘Made for Recycling’, our customers show that they evaluate the recyclability of their packaging according to highest standards.”, explains **Markus Müller-Drexel, Chairman of the Executive Board at Interseroh+**. “We are constantly developing our range of services, and in doing so we aren’t just keeping an eye on the latest scientific findings and the requirements of the future, we are also considering the actual conditions surrounding packaging recycling in particular.”

With the scientific “Made for Recycling” assessment standard, which was developed together with the bifa environmental institute and confirmed by the Fraunhofer Institute for Process Engineering and Packaging IVV, this is an area in which Interseroh+ has in-depth know-how proven methods in packaging evaluation and optimisation.

What is behind the Cepi-method?

The highly-developed methodology for assessing the recyclability of paper packaging was published by Cepi in October 2022. It was developed by the industry association within the 4evergreen Alliance – an association of companies from across the value chain for fibre-based

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packaging. Their goal is to increase the rate of recycling to more than 90 per cent by 2030 and establishing a uniform assessment standard in Europe. The Cepi-method is considered to be especially practical. The differences from previous standards such as the PTS method (PTS-RH 021:2012), for example, are to be found in the differentiation between coarse and fine rejects, the determination of macro-stickers and the shorter dissolving time in the pulper.

About Interseroh+:

Interseroh+ is the Recycling Alliance of the recycling services provider Interzero. The offer from Interseroh+ GmbH is aimed at all companies which not only want to fulfil their legal obligations concerning packaging licensing, but also want to take responsibility for closing recycling and raw material loops – and they can also become a joint member of the Recycling Alliance. For further information on Interseroh+, visit www.interseroh.plus.

About Interzero:

Interzero is one of the leading services providers for the closing of product, material and logistics loops and the leading innovator in plastics recycling with the largest sorting capacity in Europe. With the guiding principle of “zero waste solutions,” the company supports more than 50,000 customers throughout Europe on the responsible use of recyclable materials, thereby helping them to improve their individual sustainability performance and to conserve primary resources. With approximately 2,000 employees, the company has a total turnover of more than one billion euros (2021). According to the Fraunhofer Institute for Environmental, Safety and Energy Technology UMSICHT, in 2021 alone, through its recycling activities, Interzero saved more than one million tonnes of greenhouse gases compared with primary production and more than 12.5 million tonnes of primary raw materials. For further information, visit www.interzero.de.

Please also visit our online portal, which contains information on the topic of raw materials and recycling: www.recyclingnews.de.

For further information on Interseroh+, visit www.interseroh.plus. At www.interzero.de/presse it is possible to subscribe to all of the press releases of Interzero as RSS feed. Please also visit our online portal, which contains information on the topic of raw materials and recycling: www.recyclingnews.de

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Questions and answers on the correct separation of waste and recycling are available at www.muelltrennung-wirkt.de.

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