

# Media information

Tuesday, June 04, 2024

## Sustainable packaging

# Packaging development: Interzero identifies the most sustainable solution for tomorrow's markets

- +++ New service from Interzero Recycling Alliance – the first port of call for sustainable packaging design
- +++ Materials, market trends, 'Made for Recycling': businesses benefit from packaging that is cutting a good figure on store shelves
- +++ Comprehensive expertise and holistic advice from a single source ensure customized complete solution for packaging design

Berlin/Köln. The right packaging is a decisive factor for success at any point of sale. But what steps can be taken to fulfil the increasingly complex requirements for both materials and design? With its new service for packaging development, Interzero is now helping businesses to find sustainable and competitive solutions for their products: packaging that optimally protects the product while strengthening the brand and meets all expectations for environmental protection and circular capabilities.

With 'Made for Recycling Interzero', the Interzero Recycling Alliance (formerly Interseroh+) has long been setting international standards for the analysis and optimisation of packaging recyclability. As a dual system from Europe's leading circular service provider Interzero, the company also covers the entire packaging cycle. The experts can draw on extensive know-how and prestigious contacts in the packaging and recycling industry.

*"In our day-to-day work, we see that companies are always on the lookout for advanced yet sustainable packaging," says Julian Thielen, Head of 'Made for Recycling'. "At the same time, we work closely with the packaging manufacturers, and always keep our finger on the pulse of new trends and developments. As a 'matchmaker' – we ensure the perfect fit between the individual needs of the brands and the possibilities offered by the packaging industry."*

The new service from 'Made for Recycling' covers the entire process of packaging development from the initial product idea through to the final packaging. The packaging engineers work with their customers to identify made-to-measure solutions that are technologically mature and meet the toughest ecological standards. After investigating potential alternatives, costs and availabilities, the experts then propose a tailor-made

complete solution. From the selection of the material and easy filling to the 'Made for Recycling Interzero' quality seal: businesses receive packaging that meets the latest market requirements and legal standards – while also cutting a good figure on store shelves for a long while to come.

For more information, visit [alliance.interzero.de/en/packaging-optimisation/](https://alliance.interzero.de/en/packaging-optimisation/)

#### **About Interzero:**

Interzero is one of the leading service providers in the field of closing product, material and logistics loops as well as an innovation leader in plastics recycling with the largest sorting capacity in Europe. Under the guiding principle of “zero waste solutions”, the company supports over 50,000 customers throughout Europe in the responsible handling of recyclable materials, thus helping them to improve their own sustainability performance and conserve primary resources. With about 2,000 employees, the company achieves a turnover of over one billion euros (2021). According to Fraunhofer UMSICHT, Interzero's recycling activities could save one million tonnes of greenhouse gases compared to primary production and more than 8.7 million tonnes of primary raw materials in 2022 alone. As a pioneer in the circular economy, Interzero is winner of the German Sustainability Award as well as the related special award in the "Resources" transformation field for 2024. For further information, please visit [www.interzero.com](https://www.interzero.com).

Please also visit our social media channels:



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**Caption:** Head of 'Made for Recycling' Julian Thielen tests the processing of innovative plastic mixtures on a blown film line.

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