



**EUROPEAN PET BOTTLE PLATFORM**  
**PRESS RELEASE**  
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## **Closer to a more sustainable PET recycling industry in Europe.**

### **European recycling has now taken a step forward with the launch of the European PET Bottle Platform (EPBP).**

EPBP will offer a service to the packaging industry by assessing new PET bottle formats entering the European plastics recycling stream. It is expected that this new front end evaluation process will aid the ongoing move towards a more sustainable PET recycling industry in Europe.

The European PET Bottle Platform consists of a number of technical experts in the field of PET production, design and recycling, together they aim to provide an objective evaluation of new technologies and an independent assessment on their impact on the PET recycling processes across Europe.

#### **EPBP includes:**

ABC (Alliance for plastic Beverage Containers sustainability)  
EPRO (European Association of Plastic Recycling & Recovery Organisations)  
EuPR (European Plastics Recyclers)  
Petcore (PET containers recycling Europe)

The main objective of the European PET Bottle Platform is to evaluate technologies / products and to allow new PET bottle innovations, while optimising the economic and environmental consequences for the European PET recycling industry. The Platform has established several test procedures in order to assess the recycling profile of new packaging technologies, such as barriers, additives, closures, labels, etc. Products that pass the tests should not experience any problems during recycling.

This expanded Platform will promote the recyclability of PET bottles on the market by:

- Establishing European harmonised guidelines for PET bottles recyclability that will be accepted across the whole value chain.
- Encouraging industry to test new PET bottle concepts and/or materials before market launch according to the harmonised guidelines.
- Giving advice and recommendations to the different stakeholders.
- Sharing information and knowledge across the whole value chain.

Further details, including an application form and an overview of the assessment process can be obtained via their website page at: <http://www.epro-plasticsrecycling.org/PETbottleplatform/>

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Alliance for plastic Beverage Containers sustainability - is a European organization aimed at creating the conditions for the sustainable use of Plastic Beverage Containers. ABC is supporting the development of practices for the applications of recycled PET, notably in bottle to bottle application, taking into consideration the highest requirements for environment, food safety, consumer protection and employment practices. Members of ABC are important beverage manufacturers.



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European Association of Plastic Recycling and Recovery Organisations - is the association of the national organisations charged with organising and promoting recycling and recovery of plastics throughout Europe. EPRO provides a unique forum for the leading specialists in plastics waste management from across Europe to exchange learning, develop integrated plastics packaging waste strategies and support technological development. EPRO is representing 19 national organisations from 15 European countries and South-Africa



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European Plastics Recyclers - is the professional representative body of plastics recyclers in Europe. EuPR promotes plastics mechanical recycling and conditions that enable profitable and sustainable business, while offering a service platform to its members. EuPR members bring together 80% of the European recycling capacity processing more than 2.5 million tonnes of collected plastics per year.



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PET containers recycling Europe - is a non-profit European trade association based in Brussels. Its mission focuses on sustainable growth for post consumer PET collection whilst supporting all PET recycling processes as a key integrated part of European Plastics Waste Management initiatives and by validating and supporting innovative PET solutions from a recycle perspective.