

Chronology Recyclate Initiative

Prizes, Awards

Technological Development

Attention from political and business leaders

ECR Award for Recyclate Initiative (September)

German Packaging Special Prize and the award "Best Packaging 2014" in the WPR category (November)

Frosch Citrus Shower and Bath cleaner became the first cleaning product to be awarded the Cradle-to-Cradle GOLD certificate

For the first time anywhere a complete professional cleaning and care assortment (green care Professional) receives the Cradle-to-Cradle GOLD certificate (December)

2008: Recycled plastic used for the first time (rPET, Bottle to Bottle) in Frosch bottles. At the start 30%, then successive increases in the proportion of recyclates

2011: In January the first discussions with Unisensor on subject of sorting technology

2011: Since December all Frosch PET bottles have a recyclate share of more than 65%

2011: At REWE Forum the idea of a Recyclate Initiative was presented for the first time

Official start of Recyclate Initiative with rPET (as part of the Frosch Initiative), presented to the public for the first time at the German Sustainability Day in Düsseldorf on 7 December 2012. Partner: Nabu, Unisensor, Der Grüne Punkt, Alpa

Werner & Mertz and NABU and 11 other companies join together in the Allianz Ressourcenschonung (Resource Conservation Alliance)

RS introduces Recyclate Initiative at PETnology Europe 2013

Start of political networking efforts for the Recyclate Initiative (AGVU, NABU, BDE, trademark association), First meeting with the Ellen MacArthur Foundation

In the same month (June) the Federal Chairman of the Bündnis 90/The Greens Cem Özdemir visited the company

RS spoke about the German Best Practice example for resource efficiency at the international G7 Workshop (October)

Werner & Mertz joins the Ellen MacArthur Foundation

Werner & Mertz introduces the Recyclate Initiative at the conference "Unwrapping the Package - towards a circular economy in Europe", which was put on by the European Commission and the government of The Netherlands

ZEIT WISSEN-Preis MUT ZUR NACHHALTIGKEIT ZEIT WISSEN Award "Encouraging Sustainability" for Werner & Mertz (March in Hamburg) in the "Action" category

B.A.U.M Environmental Award for RS (6 June in Berlin)

German Packaging Award in Gold for HDPE recyclates and German Packaging Award in the "Sustainability" category

Cradle to Cradle Products Innovator Award für Frosch and green care Professional (November in New York)

German Sustainability Award in the category "Germany's most sustainable product" in Non-Food segment

Material Health Certification (MHC) in GOLD from Cradle to Cradle Certified™ awarded to Siegwerk Druckfarben AG & Co. KGaA, Werner & Mertz, and Mondri for a recyclable printing ink system for flexography.

PackTheFuture Award for bottles made of 100% HDPE recyclates

World Star Packaging Award together with Alpa for bottles made of 100% HDPE recyclates

German Packaging Award 2019 for recyclable stand-up pouch and shower gel bottles made from 100% recyclates from the Yellow Bag

Plastics Recycling Award Europe for bottles made of 100% HDPE recyclates

PackTheFuture Award for flip-top caps made of 100% rPP

Presentation of the German Environmental Award 2019 to Reinhard Schneider for his corporate sustainability strategy.

Material Health Certification (MHC) in GOLD from Cradle to Cradle Certified™ awarded to Siegwerk Druckfarben AG & Co. KGaA and Werner & Mertz for sustainable UV offset printing inks.

German Packaging Award 2020 for completely recyclable stand-up pouch

Sustainability award for recyclable packaging of Frosch brand products

German Design Award 2021 for completely recyclable stand-up pouch

Deutscher Nachhaltigkeitspreis Design 2021

2013

2014

2015

2016

2017

2018

2019

2020

2021

2021-2025

50% Increase in use of rPET material from Yellow Bag to 50%

Goals for 2025: All packaging from Werner & Mertz made from 100% recyclable material AND from 100% recyclates

OUTLOOK: Search continues for more partners (Open Innovation) for the Recyclate Initiative and Design for Recycling.

Development of sustainable and recyclable UV offset printing inks

First bottle of 100% HDPE from the Yellow Bag for emsal floor care and green care Professional

Completion of patented concept for stand-up pouch of 100% recyclable monomaterial

Development of a toilet freshener in a basket made from recycled PET trays from the post-consumer waste collection system (Yellow Bag).

Conversion of all transparent PET bottles to rPET, 20% of which comes from the Yellow Bag

First test series in retail market for dishwashing detergent bottles made up 100% recyclates, 20% of which from the Yellow Bag

According to the USA Food & Drug Administration (FDA) these bottles are suitable for use with foodstuffs (Food Grade)

Werner & Mertz introduces the Recyclate Initiative at the conference "Unwrapping the Package - towards a circular economy in Europe", which was put on by the European Commission and the government of The Netherlands

RS presents Germany's Best Practice example for the topic Resource Efficiency at the G20 Workshop in Berlin

Participation in the "Circular Economy Stakeholders Conference" in Brussels

At the Our Oceans Conference in Malta Werner & Mertz committed to using only 100% recyclable packaging AND packaging made of 100% recyclates by the year 2025

RS was invited by the Environment Minister to the G7 Summit, where he presented the Recyclate Initiative as a Best-Practice example

Werner & Mertz signs the global commitment of the New Plastics Economy (100% recyclable and made of recycled material by 2025)

Green Party Chairman Robert Habeck visits Werner & Mertz and responds to the open letter RS wrote about optimizing the packaging law

In his keynote address at the official dedication of the new production center, Robert Habeck says, "We have to see the way that Werner & Mertz works as the standard for the future."

Werner & Mertz joins the international plastics waste alliance PREVENT

Werner & Mertz has its products certified by RAL

Cooperation with cosmetic company Beiersdorf and the Fraunhofer-Institut for Processing Engineering and Packaging on the development of standards for cosmetic packaging made from post-consumer recyclates

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Over the course of 2020, conversion of all Frosch brand stand-up pouches to the new design

2021: Increase in use of rPET material from Yellow Bag to 50%

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