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**PRESS RELEASE**

**EPP LOOP - New industry initiative drives Europe-wide recycling of EPP foams**

General Industries Deutschland GmbH calls for active participation in the circular economy for expanded polypropylene

Kassel, July 31, 2025 - With the new **EPP LOOP** platform, General Industries Deutschland GmbH (GID) is setting a pioneering impulse for the circular economy of expanded polypropylene (EPP) in Europe. The voluntary initiative pursues the goal of returning EPP waste to the recycling loop in a resource-saving and climate-friendly manner - together with manufacturers, processors, end users, logistics companies and recyclers.

The initiative is based on a take-back and recycling system that involves companies along the entire value chain in an active and voluntary manner. "With EPP LOOP, we are creating an efficient network that is already demonstrating how the circular economy for technical plastics such as EPP can be successful," says **Matthias Henning**, CEO of GID GmbH.

**Success figures from 2024 show the potential:**

- Over 7,400 tons of EPP waste were recycled, 1,500 tons of which were used directly in the EPP cycle.
- The system saved more than 22,000 tons of CO<sub>2</sub> per year.
- There are currently over 15 collection points in 10 European countries - and the trend is growing.

The initiative's vision is clear: by 2030, 75% of all EPP waste generated in Germany is to be collected and recycled. This requires the circular use of at least 15,000 tons of EPP recyclate per year. For comparison: In 2025, 1,500 tons of EPP are expected to be directly reused in the EPP cycle and 5,900 tons in other applications such as injection moulding.

"EPP LOOP is helping to close the recyclate gap and achieve the quotas required by the EU for 2030," explains Jens Grunwald, Business Director at GID. "With this project, we are sending a strong signal for the material transition in the plastics industry."

**Transparency, responsibility, networking**

Participants in the initiative voluntarily commit to specific measures - such as recycling 100% of EPP production and end-of-life waste and raising their own employees' awareness of circular processes.

The system operator GID is responsible for coordinating and expanding the collection point network, provides support with documentation, promotes the exchange of practical experience and offers communication solutions for participating companies. By participating, consumers also benefit from reduced disposal costs and reliable CO<sub>2</sub> certificates. Producers benefit from a turnkey solution for their customers.

EPP LOOP is not an industry association of the plastics industry, does not represent the interests of any particular sector and does not pursue any political objectives. As an industry initiative, EPP LOOP is solely committed to setting up a take-back system for EPP in order to promote the circular economy with regard to the EU's 2030 targets.

**Become a participant or take-back partner now**

The [www.epp-loop.com](http://www.epp-loop.com) platform offers companies and associations the opportunity to register as participants or take-back partners. Manufacturers, first distributors, machine builders, recyclers and logistics companies are all welcome.

“We cordially invite all players in the EPP industry to become part of this sustainable network,” continues Henning. “Only together can we shape the future of plastics recycling in a climate-friendly way.”

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