

Anzeige



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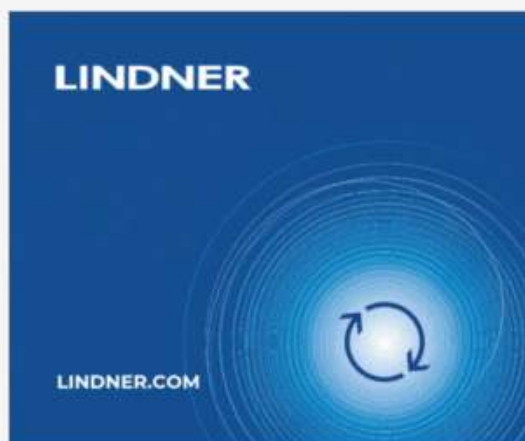


### EPP Loop: New initiative for recycling EPP foam

General Industries Deutschland GmbH (GID), based in Kassel, Germany, is calling for active participation in the circular economy for expanded polypropylene (EPP). With its new platform, 'EPP Loop,' the company aims to give impetus to the circular economy for EPP in Europe. The voluntary initiative aims to return EPP waste to the recycling loop in a resource-saving and climate-friendly manner in collaboration with manufacturers, processors, end users, logistics providers and recyclers.

The initiative is based on a take-back and recycling system in which companies along the entire value chain actively participate on a voluntary basis. Its vision is to collect and recycle 75 per cent of all EPP waste generated in Germany by 2030.

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The system operator GID coordinates the expansion of the collection point network, provides support with documentation, promotes the exchange of best practices and offers communication solutions to participating companies.

EPP Loop is not an industry association for the plastics industry, does not represent the interests of a specific sector and does not pursue any political objectives. As an industry initiative, EPP Loop is exclusively committed to establishing a take-back system for EPP in order to promote the circular economy in line with the EU's 2030 targets.

Companies and associations can register as participants or take-back partners via the platform [www.epp-loop.com](http://www.epp-loop.com). Manufacturers, initial distributors, machine builders, recyclers and logistics companies are among those welcome to join.

'We cordially invite all players in the EPP industry to become part of this sustainable network,' says Matthias Henning, CEO of GID GmbH. 'Only together can we shape the future of plastics recycling in a climate-friendly way.'

**More information:** [epp-loop.com](http://epp-loop.com), [general-industries.de](http://general-industries.de)