

Alliance to End Plastic Waste

Storopack is part of a global initiative against plastic waste in the environment.

Alliance to End Plastic
Waste

Metzingen, July 2019. Plastic waste in the environment, especially in oceans, is a serious global challenge. Together with around 40 companies, the Metzingen-based protective packaging specialist has set itself the goal of eliminating the entry of plastic waste into the environment and eliminating the plastic already present in the environment. The international Alliance to End Plastic Waste (AEPW) was founded in January of this year and has already committed to funds of around one billion US dollars. Within the next five years, a total of at least 1.5 billion dollars will be made available for various projects.

"Plastic waste does not belong in the environment but into orderly recycling circuits. This is why we are joining the Alliance with the greatest conviction and in order to make a contribution," says Hermann Reichenecker, Chairman of the Management Board of Storopack.

Measures planned by the Alliance

AEPW concentrates on a four-part strategy with solution-oriented projects. One of the focal points is the development of the necessary infrastructure. Cities and regions particularly affected by plastic waste are to be supported in the development of a waste disposal infrastructure. Investments will also be made in new technologies for recycling processes and the recovery of plastics. Innovative solutions for recycling of packaging are to be created and a closed-loop economy to be made possible. Part of the budget will also be used to raise awareness among the affected population. The aim is to inform consumers about recycling processes and to create awareness. A special focus is also placed on the disposal of the already accumulated plastic in oceans and rivers, as there is a particularly high need for action here.

The non-profit global initiative encompasses international corporations along the entire plastics value chain, which includes raw material suppliers, chemical companies, plastics producers, consumer goods manufacturers and recycling companies from all over the world. The Alliance also works with the World Business Council for Sustainable Development (WBCSD) and the United Nations

Environment Program (UNEP). In the future, cooperation will also extend to governments, non-governmental organizations and investor groups.

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About Storopack

Storopack was founded as a family business in 1874 and has operated as Storopack Hans Reichenecker GmbH based in Metzingen, Germany, since 1959. As a specialist for protective packaging, the globally active company group Storopack is organised in the two business areas of Molding and Packaging. The Molding division, with certified production locations in Europe and China, supplies made-to-measure protective packaging and technical form parts in expanded foams for various areas of industry. The Packaging division supplies flexibly applicable protective packaging with air cushions, paper pads, PU foam packaging systems and pourable padding materials and is represented by its own production locations and branch offices in Europe, North America, South America, Asia and Australia. 2,500 members of staff work for Storopack worldwide. In the year 2018, Storopack generated sales of 473 million Euros. The products are available in more than 50 countries. Further information on www.storopack.com

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