



European Association of Plastics Recycling and Recovery Organisations  
(EPRO)

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## EPROs Best Recycled Product Competition - 2010

### Promoting the cycle of plastics

*EPRO (European Association of Plastics Recycling and Recovery Organisations) calls for examples of products made from recycled plastics packaging in order to promote the cycle of plastics, as well as increase the request for recyclables. A growing number of European manufacturers already use recycled materials suitable for their product but more should do it as a contribution towards a greener economy.*

As consumers recycle and long for acknowledgment of their effort, this competition provides both the industry and consumers with the opportunity to see the results of their good work. EPRO hope European producers will submit their entries by the end of summer. A jury from across Europe will judge the entries during the summer and the winner will be announced this autumn.

Consumers look to the industry to demonstrate their work in the area of Corporate Social Responsibility, and to understand the scope of their environmentally friendly actions. They want to be assured that their recycling habits really are worth the effort. Consumers across Europe want to continue their good habits and to broaden their "green" attitude and actions towards purchasing recycled products. Following such responses, EPRO is now calling for recycled products made in Europe.

Hundreds of thousands of tonnes of recycled plastics are annually being used as material for new products. EPROS's Best Recycled Product Competition focuses on some key criteria: The entries need to contain a substantial amount of recycled plastics from used packaging. And, of course, have been made in Europe, including Turkey.

There are already a broad range of recycled products on the market, but this competition will bring the knowledge of them to the average consumer who weekly spends time sorting used packaging. These products are evidence that recycling really is worth the effort.

Winners in 2009 were: *Car seats for children, produced by Team-Tex, France, Bottle- to- pen, produced by Pilot, The Nobody Chair, made of Wellman fibres and Rfresh PET, PET trays for food, produced by Linpac. The top three places were shared by four companies and at least six countries.* Such products are the proof that this award was given by EPRO to manufacturers of high quality products.

#### **Winner to be proclaimed at Identiplast**

Any European manufacturer may enter this competition. Eligible products will be evaluated based on some key criteria. All entries must be submitted by 15<sup>th</sup> of September 2010. A jury consisting of representatives from the plastics and plastics recycling industry will assess the entries and proclaim a winner this autumn, at the **Identiplast 2010** in London.

Full details of this years competition and last years winners can be found at: [www.epro-bestproduct.eu](http://www.epro-bestproduct.eu)

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#### **EPRO - European Association of Plastics Recycling and Recovery Organisations**

*EPRO is an association of the national organisations charged with organising and promoting recycling and recovery of plastics throughout Europe. Each EPRO member is working to meet and exceed requirements set by EU and national packaging directives.*