

PRESS RELEASE

LIFE EPS-SURE Project: *Website launch*

Brussels, February 2018. Life EPS-SURE project, a R&D project for plastic recycling that will transform fish boxes into new food packages, launched its new website: www.life-eps-sure.com. With an attractive design, easy navigation and rich content, the website offers quick and easy access to detailed information on the project's progress and deliverables.

The LIFE EPS SURE project aims to provide an innovative methodology and a set of technological solutions to manage waste EPS fish boxes. The recycled material will have properties similar to virgin polystyrene for food contact packaging and will be used to produce yoghurt cartons and milk bottles.

The Project EPS SURE, which will run for three years (July 2017 – July 2020) has been granted funding by the European Commission within the LIFE Call 2016 (Environment) and is part of the EU's new strategy to move towards a Circular Economy. The Consortium of the Project is coordinated by CICLOPLAST and the members/partners are ANAPE, COEXPAN, EL CORTE INGLÉS and TOTAL.

Recognizing the major role that the Extended Producer Responsibility has in promoting genuine circular economy, the Extended Producer Responsibility Alliance (EXPRA) has been invited to join the External Advisory Board of the project.

EXPRA's Managing Director, Joachim Quoden, commented: *"I believe that such innovative and at the same time practical project is an important step towards finding both economically and environmentally viable solution. I am honored to be a member of the Advisory Board of the project and will be happy to contribute with our vast experience of over 25 years, both during its implementation, as well, as for the further dissemination of the project's results in other EU Member States and beyond."*

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About CICLOPLAST

CICLOPLAST is a non-profit organization established in 1996 by the industrial companies in the plastics sector to promote the litter prevention and recycling of end-of-life plastics from any of their applications.

CICLOPLAST designs and implements R&D&i projects associated with the circularity and recyclability of plastics. It carries out education and environmental awareness activities and the international exchange of knowledge as part of the European Association of Plastics Recycling & Recovery Organizations, EPRO. For more information please visit www.cicloplast.com

About EXPRA

EXPRA is the Extended Producer Responsibility Alliance – the organisation for packaging and packaging waste recovery and recycling systems which are owned by the obliged industry and work on a not-for-profit or profit not for distribution basis. EXPRA acts as the authoritative voice and common policy platform representing the interests of its members, which are all founded and run by or on behalf of the obliged industry. Over the past 20 years, our 26 members across 23 countries, including 17 EU Member States, have co-organised the collection, sorting and recycling of used packaging (with a focus on household packaging) on behalf of the obliged industry. In so doing, they fulfil their legal take-back and recycling obligations, serving over 200 million inhabitants and recycling over 18 million tons of packaging per year. For more information, please visit www.expra.eu.