

## PRESS RELEASE

### ***CEFLEX initiative: Extended Producer Responsibility supports circular economy solutions for flexible packaging***

**Brussels, 25 January 2018.** Under the CEFLEX initiative, the Extended Producer Responsibility Alliance (EXPRA) is committed to increasing the collection and recycling of flexible packaging formats below A4 in size. CEFLEX's ambitions are to make flexible packaging more relevant to the circular economy by advancing better system design solutions via stakeholder collaboration representing the entire value chain, by 2025.

Since CEFLEX's official launch in 2017, the number of participating stakeholders has risen by 56%, to reach 53, with companies and organisations from across the value chain. EXPRA has supported the initiative since its creation.

The project is particularly focused on consumer flexible packaging formats. Being either single or multi-layer, these use a variety of materials and are not widely collected today for recycling in Europe.

The stakeholders involved also work on the development of the first phase of Design for a Circular Economy Guidelines for flexible packaging. A public consultation on the draft guidelines will be launched in spring 2018. In addition, CEFLEX stakeholders are working together to identify and promote the best technical solutions to enhance the performance of flexible packaging in a circular economy.

EXPRA's Managing Director, Joachim Quoden, commented: *"CEFLEX is a unique initiative and considering that EPR is the link between all stakeholders across the value chain, we have been involved since the very beginning and strongly supported it. We are fully aligned with the objectives of the initiative and believe that, based on our vast experience of over 25 years, our 26 members could significantly contribute to achieving the initiative's goals thus helping Europe become truly circular, innovate and grow"*.

*"Thanks to CEFLEX's broad base of stakeholders and strong collaboration, progress is being made in all seven work-streams,"* explained Graham Houlder, the project coordinator. He would like to see a rapid progress but recognises that this will require wide support from society in general: *"Our goal is to get commitment and buy-in from the whole value chain including local authorities and regulators. This is essential to ensure the broad-based adoption and implementation of what we are developing for flexible packaging in a circular economy"*.

#### **About CEFLEX**

*CEFLEX is the collaborative initiative of a European consortium of companies and associations representing the entire value chain of flexible packaging. The project mission is to further enhance the performance of flexible packaging in the circular economy by advancing better system design solutions via collaboration. The project stakeholders are: The Alliance for Beverage Cartons and Environment, Amcor, Applied Materials, Attero, APK AG, Barilla Group, Borealis, Robert Bosch – Packaging Technology, Brückner Maschinenbau, cfp flexible packaging, Citeo, Constantia Flexibles, Dow Europe, DSD, DuPont, EcoBlue, ecolean, Erema Group, EXPRA, FFP Packaging Solutions, Flexible Packaging Europe, Gualapack Group, Haribo, Henkel, Hill's Pet Nutrition, Huhtamaki, Hydro Aluminium Rolled Products, Immer Group, Ineos, Jindal Films Europe, M&S, Mondi Consumer Packaging, mtm plastics (A Member Of Borealis Group), Nestlé, PepsiCo, pladis, PlasticsEurope,*

Plastotecnica, Polypouch, The Procter and Gamble Company, Polifilm, Piral, Sappi Packaging and Specialty Papers, Sealed Air, Siegwerk, Südpack, Suez, Tomra Sorting, Tönsmeier Wertstoffe, Toray Films Europe, Unilever, Wipak. For more information visit [www.ceflex.eu](http://www.ceflex.eu)

**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](http://www.expra.eu).

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