

## **The Extended Producer Responsibility Alliance (EXPRA) extends its reach in Northern Europe**

**Two new members, Packaging and Newspaper Collection Service (FTI) Sweden and the Environmental Register of Packaging (PYR) Finland, join the EPR Network**

**Brussels, 3 December 2014** – During its General Assembly meeting, EXPRA, the umbrella organisation for packaging and packaging waste recovery and recycling systems which are owned by obliged industry and work on a not-for-profit basis, has welcomed two new members - FTI from Sweden and PYR from Finland, extending its presence in Northern Europe.

The two organisations have come on board at an interesting time, given the discussions on the Circular Economy Package published in July this year and the legislative proposals for the Packaging and Packaging Waste Directive and the Waste Framework Directive, that will impact waste management in the next 15 years and beyond.

FTI, the Packaging and Newspaper Collection Service, is a non-profit organization, responsible for ensuring that packaging and newspapers in Sweden are collected and recycled. The system is operating since 20 years and is the face of obliged industry towards the government and local authorities.

“We look forward to working with EXPRA and its members” said Kent Carlsson, CEO of FTI “The cooperation and exchange of best practices with colleagues from Europe and across the world will allow us to face the challenges ahead”

PYR, the Finnish Environmental Register of Packaging, is a non-profit organisation which has been working in conjunction with producers since 1997. It assists member companies and the Finnish authorities to fulfill their recovery obligations in compliance to EU and national legislation in the most cost-efficient manner.

“With the new challenges before us, especially the setting up of an efficient logistic system for the collection and recycling of consumer packaging we look forward to exchanging know how and count on the support of our colleagues who have a long term experience in that sphere” said Mr. Juha-Heikki Tanskanen, Managing Director of PYR, Finland.

William Vermeir, President of EXPRA has welcomed the new members to the extended producer responsibility network and said “we are delighted to have FTI and PYR join us as the 20<sup>th</sup> and 21<sup>st</sup> member of EXPRA and are proud that in less than two years we have gained strength and credibility through a growing membership.”

“I believe that the need for mutual support and to learn from the good examples of others will grow as the demands of legislators and other stakeholders increase” said Joachim Quoden, Managing Director of EXPRA. “We are looking forward to sharing our experiences and involving PYR and FTI in our work for promoting the extended producer responsibility as one of the most effective and efficient waste management tools.”

## **About EXPRA**

*Founded in 2013, is the alliance for packaging and packaging waste recovery and recycling systems which are owned by obliged industry and work on a not-for-profit basis. EXPRA acts as the authoritative voice and common policy platform representing the interests of all its member packaging recovery and recycling organisations founded and run by or on behalf of obliged industry. EXPRA members provide over 200 million inhabitants with packaging collection, sorting and recycling infrastructure and ensure recycling and recovery of over 18 million tons of packaging per year. For additional information, please visit [www.exptra.eu](http://www.exptra.eu)*

*For further information please contact **Joachim Quoden, Managing Director of EXPRA** [Joachim.quoden@exptra.eu](mailto:Joachim.quoden@exptra.eu), +49 171 201 70 55*

## **About Packaging and Newspaper Collection Service (FTI)**

*FTI (Förpacknings- och Tidningsinsamlingen) is a company responsible for ensuring that packaging and newspapers in Sweden are collected and recycled. FTI is operating since 20 years and is the face of obliged industry towards the government and local authorities. Owners of FTI are the five materials companies Plastkretsen, Metallkretsen, Returkartong,. Svensk GlasÅtervinning and Pressretur. The boards om FTI's and materials companies include representatives from the packaging and newspaper industry, commerce and trade associations. For detailed information, please visit <http://www.ftiab.se>*

## **About Environmental Register of Packaging (PYR) Ltd.**

*The Environmental Register of Packaging PYR Ltd is a non-profit company implementing packaging producer responsibility in Finland. It is owned by the Finnish business and industry sector and has 10 shareholders that are trade associations representing the whole Finnish industry. Over 95% of Finland's packaging producers, fillers and producers are registered with PYR. Its aim is to create a system that serves the interests of the environment, companies and people in the best possible way. For detailed information, please visit <http://www.pyr.fi>*