

# Press Release

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## Press Contact

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## PlasticsEurope Launches Industry Initiative to Drive Innovative Recycling Solutions for Polystyrene

- **Pro-active industry collaboration to address circular economy**
- **Consumer waste to be turned into polystyrene ultimately for food-related uses**

PlasticsEurope launched today an initiative to promote innovative recycling solutions for Polystyrene, in a push to support the European Union's circular economy plan. The group aims to engage the value chain in the development and industrialization of promising new recycling technologies.

Focusing on chemical recycling, the PlasticsEurope initiative aims at converting collected post-consumer polystyrene waste into virgin polystyrene. New technologies will enable the incorporation of post-consumer waste into plastic manufacturers' production processes. The target is to generate high-quality polystyrene to meet the most demanding standards, ultimately for food contact applications.

"These technologies, through an extensive collaboration along the value chain, will provide efficient and sustainable solutions to today's environmental challenges", said ██████████, Chairman of the Chemical Recycling Working Group after its kick-off meeting.

"The initiative paves the way to increasing the circularity of plastics. Finding new ways to recycle represents an increased opportunity to save valuable resources for future generations and avoid plastics ending up in landfills" said Karl-H. Foerster, Executive Director, PlasticsEurope. "New recycling technologies can further enhance the recovery of high value feedstock from consumer waste", he explained.

The initiative is part of the [activities announced by PlasticsEurope](#) at the K2016 to maximize the fullest potential of plastics in delivering resource efficiency gains within the circular economy.

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### Editors' note

PlasticsEurope is one of the leading European trade associations with centres in Brussels, Frankfurt, London, Madrid, Milan and Paris. We are networking with European and national plastics associations and have more than 100 member companies, producing over 90% of all polymers across the EU28 member states plus Norway, Switzerland and Turkey.

The European plastics industry makes a significant contribution to the welfare in Europe by enabling innovation, creating quality of life to citizens and facilitating resource efficiency and climate protection. More than 1.5 million people are working in approximately 60,000 companies (mainly small and medium sized companies in the converting sector) to create a turnover above 340 bn EUR per year. The plastics industry includes polymer producers - represented by EUROMAP, PlasticsEurope, converters - represented by EuPC and machine manufacturers - represented by EUROMAP.

For further info see the web links: [www.plasticseurope.org](http://www.plasticseurope.org), [www.plasticsconverters.eu](http://www.plasticsconverters.eu), [www.euromap.org](http://www.euromap.org).