

Press Release

Brussels, 2 November 2020

Reusable packaging: towards a zero waste model

Reusable plastics can play a huge role in the future of packaging. Together with our partners, the plastics industry is leading the drive towards reuse and overcoming some of the challenges of reuse systems. To explore and discuss this potential we are bringing together experts from across the supply chain for a virtual workshop **'Reusable Packaging and the Future for Plastic' on Tuesday the 3rd November 2020 from 13.30-15.30.**

Organised by the British Plastics Federation (BPF) and supported by PlasticsEurope, the aim of the webinar is to examine the latest reuse systems, pioneering packaging ideas and opportunities for plastics companies wanting to expand into this burgeoning market. Key speakers will include Gordon McSkimming, Sustainable Packaging Manager, Coca-Cola European Partners, Dr Zaneta Muranko, Research Associate in the Dyson School of Design Engineering at Imperial College London and Stephen Clarke, Head of Communications, Loop Europe – guaranteeing a dynamic and insightful debate.

Stephen Hunt, Membership Services Director at the BPF, commented: “Reusable packaging is a growing trend and one that offers significant opportunities for the plastics industry as the industry moves to become even more sustainable. Ellen MacArthur Foundation estimate that the reusable packaging market could be worth over 10 billion dollars and it is vital that plastic companies make themselves aware of the opportunities. The aim of this seminar is to provide our industry with an in-depth look at the key trends and drivers for reusable packaging as well as highlighting the opportunities it can create for companies.”

“Plastic waste is unacceptable in any environment. Increasing reuse and recycling is the driving force of the plastics industry. Several of our members have made investments and partnerships in both mechanical and chemical recycling. These technologies combined with concerted efforts on reuse by the plastics value chain partners are contributing to reducing plastic waste and marine litter.”, added Virginia Janssens, Managing Director of PlasticsEurope.

Full details of this seminar can be found on the BPF website at bpf.co.uk

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About the organisers

British Plastics Federation

Established in 1933 the British Plastics Federation is the most powerful voice in the UK plastic industry with over 500 members across the plastics industry supply chain, including polymer producers and suppliers, additive manufacturers, recyclers, services providers, end users, plastics processors and machinery manufacturers, representing over 80% of the industry by turnover.

The BPF promotes the interests of its Members principally through its four Market Sector Groups and its many common interest Business Groups. The BPF Central Expert Committees address industry wide concerns including Environment, Fire, Product Safety and Industrial Health & Safety.

Visit www.bpf.co.uk



British Plastics Federation

PlasticsEurope is one of the leading European trade associations with centres in Brussels, Frankfurt, London, Madrid, Milan and Paris. The association is networking with European and national plastics associations and has more than 100 member companies, producing over 90% of all polymers across the EU27 member states plus Norway, Switzerland, Turkey and UK.

Visit www.plasticseurope.org

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