

# PACCOR WILL FURTHER INCREASE USE OF PCR



**PACCOR**  
PACKAGING SOLUTIONS

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## PACCOR WITH NEW MATERIALS STRATEGY TO BECOME CIRCULARITY MARKET LEADER

**For PACCOR, a leading global player in the packaging industry, it is clear, that the many different tasks and the numerous interrelationships with social, ecological, and economic factors make the packaging sector extremely complex and demanding. The search for the most sustainable packaging materials for a safe and efficient food value chain is one of the company's fundamental steps of accelerating the transformation toward a circular economy. A roadmap has been set up to ensure that this is implemented in a timely manner.**

As part of its CARE strategy and thanks to strengthened partnerships along the value chain, PACCOR will now further increase the use of post-consumer resin (PCR), from both mechanical and chemical technologies, as well as alternative bio-based materials in the solutions it offers.

The new materials strategy, which is now being implemented in all plants, will increase the share of PCR plastics in PACCOR's products in the short and longer term. At the same time, and in support of a decarbonized value chain in line with the commitments of the Paris Agreement, PACCOR is focusing on innovative materials and alternative (bio) feedstocks whose sustainability profile compared to non-renewable alternatives is clearly demonstrated from a holistic perspective. In this context, the Group has set itself the target of using at least 10 % polyolefins from bio feedstocks by 2025.

*"As these alternatives are in demand, we are sure that our strategy will help our customers offer a wider range of packaging solutions to the end consumer and help them achieve their sustainability goals and commitments," explains Andreas Schütte, CEO of PACCOR. "With a healthy mix of reduce, recycle and replace, we will succeed in meeting the targets set by the legislator for the industry."*

As a means to achieve its ambitious goals, PACCOR is now entering into partnerships with various suppliers and concluding a number of cooperation agreements. Among others, the company will become a member of Styrenics Circular Solutions AISBL in Brussels from October 1, 2021. The SCS organization is a joint industry initiative and was formally established in December 2018 by leading styrenics producers.

*"This new materials focus will be an important part of our CARE strategy to accelerate the transition to a circular economy in the coming years, along with our other goals to reduce unnecessary or problematic packaging materials and to achieve a 100 % recyclability of our products by 2023. More information on PACCOR's specific material goals, partnerships and solutions to increase positive impact on society will follow shortly," concludes Caterina Camerani, VP Group Sustainability at PACCOR.*

If you want to learn more, visit us at [Fachpack](#). You will find us in hall 7, booth 7-342.

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## ABOUT PACCOR

At PACCOR we create innovative and sustainable packaging solutions for the consumer, food, and foodservice market. Our overall goal is to protect what is worth being protected: our planet, our partners' products, and our employees. We have high expertise in developing and providing valuable rigid plastic packaging products. Our solutions meet current market trends by constantly thinking outside the box. With more than 3,700 dedicated employees in 18 countries, PACCOR is a global player in the packaging industry. Everything we do contributes to the protection and hygienic safety of valuable products. PACCOR leads the transition towards a circular economy. Because we believe this is the best way to achieve real change in the industry and to create shared value for all our stakeholders and society. More: <https://www.paccor.com/>