

THE PÖPPELMANN EFFECT:

# Resource-saving packaging.

For a closed material loop.



We do it.  
More resource-saving.



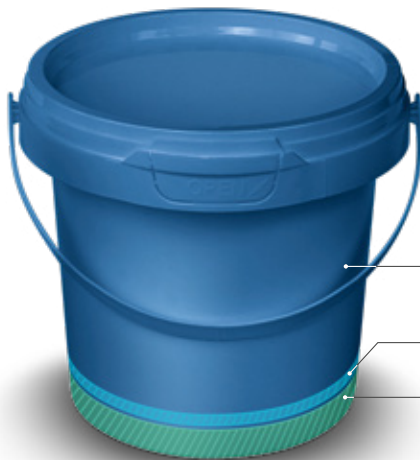
**PÖPPELMANN**

**FAMAC®**

PÖPPELMANN blue®

# Resource-saving packaging made from recycled plastics.

Environmental and climate protection is becoming more and more important for the end consumer. The topic of resource conservation is equally crucial to us. This is why the plastics used for our plant pots in the “Recycling Blue” colour come directly from recycling bins and end up there again, too. This allows for a closed raw material cycle. We call it PÖPPELMANN blue®.



Post-consumer recycling material (PCR) straight from the recycling bin

Colour

Filler



## Advantages that not only benefit you.

- ⊕ The raw material cycle is closed (closed loop)
- ⊕ The use of recycled plastics conserves fossil resources
- ⊕ Recycling-friendly design (100 % recyclable)
- ⊕ The demand for environmentally friendly and resource-saving packaging is growing rapidly

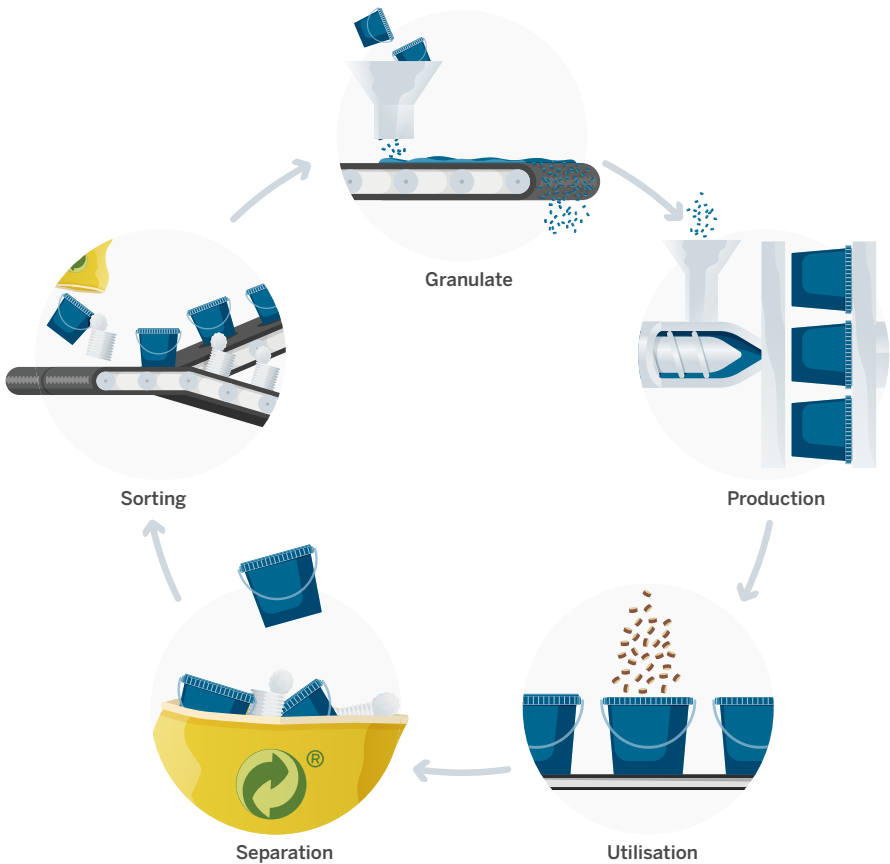


PÖPPELMANN

## This is how we close the raw material cycle.

Plastic is a valuable raw material. Currently only about half of the plastic in packaging waste is reused in Germany. We want to increase this proportion and actively contribute to closing the raw material cycle.

The packaging in the "Recycling Blue" colour is designed in such way that the material can be safely identified in the waste sorting process. These can then be reused to produce new Pöppelmann PCR granules, which are fully obtained entirely from recycling bin waste.



“The project has set new standards for the future of the closed-loop economy. It demonstrates what we can achieve today in terms of recycling post-consumer packages. Pioneers like Pöppelmann enable us to make major advances here.”

**Dr. Markus Helftewes**, Managing Director, Der Grüne Punkt – Duales System Deutschland GmbH

“With PÖPPELMANN blue®, we want to promote the necessary transition from a linear to a circular economy and bring ecological thinking into line with economic action.”

**Matthias Lesch**, Managing Director, Pöppelmann GmbH & Co. KG



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