

PRESS RELEASE

EUROPEAN CONTAINER GLASS INDUSTRY WELCOMES LONG AWAITED CIRCULAR ECONOMY PACKAGE

Using waste as a secondary raw material in a closed loop is key

Brussels, 02 December 2015

The European Container Glass industry welcomes the long awaited European Commission's package published today, which paves the way for a real EU Circular Economy. The new recycling targets for glass packaging are ambitious but the industry is ready to take on the challenge with the right support in a level-playing field for all materials.

Glass holds a special place in the EU Circular Economy. It is a permanent material that is 100% and endlessly recycled without any degradation of its intrinsic properties, as long as it is separately collected and treated. According to the latest statistics, 73% of all post-consumer glass packaging in the EU is collected for recycling.

"Our industry is engaged in a real circular business model! We endlessly recycle glass bottles to produce new ones since 40 years, and by doing so we reduce environmental impacts, we create jobs, we reduce costs and grow our businesses. It is encouraging that the closed loop now becomes the model for the whole EU economy" comments Vitaliano Torno – President of FEVE, the European Container Glass Federation. "The proposed recycling targets for glass packaging are challenging especially for those countries where a lot still needs to be done; more investment will be needed to develop glass recycling infrastructures."

Closed loop production systems must be at the heart of the future EU circular economy. A strong partnership between the manufacturing industry and other important partners of the value chain such as national and local authorities, waste processors, EPR schemes and consumers, will be essential to ensure a successful transition. Public and private investments should be channeled to reduce waste, improve separate collection systems (i.e. bottle banks for glass) and foster research into the use of technology as well as behavioral science to engage the end-consumer.

"As there is almost 30% of glass that is not yet collected in the EU, our goal is to get this precious resource back in the bottle-to-bottle loop. With the help of national and EU authorities, collectors and processors, our ambition is to increase the quantities of good quality glass collected so that we can make our production system even more environment friendly" Adds Vitaliano Torno.

The European Container Glass industry looks forward to an open debate with policy makers on how to best achieve ambitious recycling targets and guarantee that the EU economy becomes more circular and more competitive.

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About FEVE

FEVE is the Federation of European manufacturers of glass containers and machine-made glass tableware. Its members produce over 20 million tonnes of glass per year. The association has some 60 corporate members belonging to approximately 20 independent corporate groups. Manufacturing plants are located across 23 European States and include global blue chip and major companies working for the world's biggest consumer brands. See more on www.feve.org

About the Container Glass Industry

The European container glass industry provides a wide range of glass packaging products for food and beverages as well as flacons for perfumery, cosmetics and pharmacy to their European and world customers. With its 160 manufacturing plants distributed all over Europe, it is an important contributor to Europe's real economy and provides employment to about 50,000 people, while creating a large number of job opportunities along the total supply chain. See more on www.feve.org

About Glass

As packaging, glass containers assure the preservation, safe delivery and attractive presentation of a vast array of consumer products, supplied to European and world markets. Whether used for drinks, food, cosmetics, perfumes or pharmaceuticals, glass plays a vital role in supporting European trade and commerce. Glass is 100 percent recyclable, virtually inert and preserves the original taste of the products it contains. Food and drinks need the protection of its container to preserve purity, because health is not only in the ingredients but also in the packaging that preserves these ingredients. Consumers who believe glass is the best packaging option for their preferred food and drinks support glass by joining the Friends of Glass movement on www.friendsofglass.com

For further information contact:

Michael Delle Selve, Senior Communications Manager,
E-mail: m.delleselve@feve.org, Tel: +32 (0)2 536 00 82

Jean Paul Judson, Public Affairs Manager,
E-mail: jp.judson@feve.org, Tel: +32 (0)2 536 00 85



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