

Chronology Recyclate Initiative

ECR Award for Recyclate Initiative (September)

Frosch Citrus Shower and Bath cleaner became the first cleaning product to be awarded Cradle to Cradle Certified® Gold

German Packaging Special Prize and the award "Best Packaging 2014" in the WPR category (November)

Cradle to Cradle Products Innovator Award für Frosch and Green Care Professional (November in NewYork)

For the first time anywhere a complete professional cleaning and care assortment (Green Care Professional) receives the Cradle to Cradle Certified® Gold certificate (December)

Federal Ecodesign Award for transparent bottles of 100% PCR, presented by the Federal Environment Ministry

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2008: Recycled plastic used for the first time (rPET, Bottle to Bottle) in Frosch bottles. At the start 30%, then successive increases in the proportion of recyclates

2011: In January the first discussions with Unisensor on subject of sorting technology

2011: Since December all Frosch PET bottles have a recyclate share of more than 65%

2011: At REWE Forum the idea of a Recyclate Initiative was presented for the first time

In December the recyclate share of all Frosch PET bottles is more than 80%

REWE joins the Recyclate Initiative as retail partner

First test series in retail market for dishwashing detergent bottles made up 100% recyclates, 20% of which from the Yellow Bag

According to the USA Food & Drug Administration (FDA) these bottles are suitable for use with foodstuffs (Food Grade)

Official start of Recyclate Initiative with rPET (as part of the Frosch Initiative), presented to the public for the first time at the German Sustainability Day in Düsseldorf on 7 December 2012. Partner: Nabu, Unisensor, Der Grüne Punkt, Alpa

Start of political networking efforts for the Recyclate Initiative (AGVU, NABU, BDE, trademark association), First meeting with the Ellen MacArthur Foundation

Werner & Mertz and NABU and 11 other companies join together in the Allianz Ressourcenschonung (Resource Conservation Alliance)

RS introduces Recyclate Initiative at PETnology Europe 2013

Werner & Mertz introduces the Recyclate Initiative at the conference "Unwrapping the Package – towards a circular economy in Europe", which was put on by the European Commission and the government of The Netherlands

RS presents Germany's Best Practice example for the topic Resource Efficiency at the G20 Workshop in Berlin

Participation in the "Circular Economy Stakeholders Conference" in Brussels

At the Our Oceans Conference in Malta Werner & Mertz committed to using only 100% recyclable packaging AND packaging made of 100% recyclates by the year 2025

ZEIT WISSEN-Preis MUT ZUR NACHHALTIGKEIT

ZEIT WISSEN Award "Encouraging Sustainability" for Werner & Mertz (March in Hamburg) in the "Action" category

B.A.U.M. Environmental Award for RS (6 June in Berlin)

German Packaging Award for Recyclate for flip-top caps made of 100% rPP

Material Health Certification (MHC) in GOLD from Cradle to Cradle Certified™ awarded to Siegwerk Druckfarben AG & Co. KGaA, Werner & Mertz, and Mondri for a recyclable printing ink system for flexography.

PackTheFuture Award for bottles made of 100% HDPE recyclates

World Star Packaging Award together with Alpa for bottles made of 100% HDPE recyclates

Plastics Recycling Award Europe for bottles made of 100% HDPE recyclates

German Packaging Award for recyclable stand-up pouch and shower gel bottles made from 100% recyclates from the Yellow Bag

Material Health Certification (MHC) in GOLD from Cradle to Cradle Certified™ awarded to Siegwerk Druckfarben AG & Co. KGaA, Werner & Mertz, and Mondri for a recyclable printing ink system for flexography.

PackTheFuture Award for flip-top caps made of 100% rPP

Presentation of the German Environmental Award to Reinhard Schneider for his corporate sustainability strategy.

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Conversion of all transparent PET bottles to rPET, 20% of which comes from the Yellow Bag

Development of sustainable and recyclable UV offset printing inks

Hinged caps of 100% rPP

Completion of patented concept for stand-up pouch of 100% recyclable monomaterial

Development of a toilet fresher in a basket made from recycled PET trays from the post-consumer waste collection system (Yellow Bag).

First bottle made with 100% HDPE from the Yellow Bag for use in the cosmetics field (for Frosch Senses shower gel)

Dedication of new Production Center L8 (largest recycle bottle production in the world)

Cooperation with cosmetic company Beiersdorf and the Fraunhofer-Institut for Processing Engineering and Packaging on the development of standards for cosmetic packaging made from post-consumer recyclates

Werner & Mertz, Beiersdorf and Fraunhofer Institut jointly publish a guide to the use of recyclate in cosmetic packaging.

2023: Federal Minister for the Environment Steffi Lemke and the Rheinland-Palatinate Minister for Climate Protection Katrin Eder visit the Mainz headquarters to learn about the current status of the Recyclate Initiative.

2024: During a visit to Werner & Mertz, Vice Chancellor Robert Habeck talks with Reinhard Schneider about high-quality mechanical recycling of plastic from the Yellow Bag as a milestone in environmental and climate protection in Germany.

Goals for 2025: All packaging from Werner & Mertz made from 100% recyclable material AND from 100% recyclates

German Design Award for completely recyclable stand-up pouch

Sustainability award for recyclable packaging of Frosch brand products

German Packaging Award 2022 for the first trigger for the circular economy

WorldStar Packaging Award 2022 for rPET bottles with a proportion of 50% from the

German Packaging Award 2021 for rPET bottles with a proportion of 50% from the Yellow Bag

Cradle to Cradle Certified® Gold in all categories for recyclable stand-up pouch

Circularity Champion Award 2024 in the Innovative Solutions category received for the recyclable stand-up pouch.

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Prizes, Awards

Technological Development

Attention from political and business leaders