



PRESS RELEASE EMBARGOED UNTIL: 4TH OCTOBER 2011

Eurocomitalia, wins “Best Recycled Product” with Cavalluccio - for 2011.

EPRO (European Association of Plastics Recycling and Recovery Organisations) has awarded **Cavalluccio**, manufactured by **Eurocomitalia**, Italy as this years winner.

Following the success of previous competitions, first launched in 2009, EPRO invited the plastics industry across Europe to provide examples of products containing recycled plastics and enter the third Best Recycled Product Competition.

The aim of the competition is to find an ambassador product which demonstrates how recycled plastics play an important part in the innovation and production of new products. Further more promoting the life cycle of plastics, as well as increase the request for recycled materials.

The competition continues to attract a range of entries representing both consumer facing products and commercial ones. Since the competition first was launched in 2009 we have seen more than 80 entries from 15 countries. This year the entries were judged by a panel from across Europe, including representatives from EPRO, Plastics Europe and ACR+. The awards were presented on 3rd October at the key plastics industry event - **IdentiPlast 2011**, in Madrid.

The top three places were awarded as below:

1. Cavalluccio, Childrens play equipment , EUROCOMITALIA S.R L – Italy
2. Zebra, Cycle lane indicator, ZICLA - Spain
3. Senseo Viva Café Eco, Coffee Machine, Philips NV - Belgium

Worth the effort

Hundreds of thousands of tonnes recycled plastics are used as materials for new products. Sometimes the material is cheaper and sometimes the recycled material is just superior to an alternative. The competition therefore focused on several criteria's: The entries had to contain a substantial part of recycled plastics, including recycled plastics packaging, it has to be manufactured in Europe and it must have made sales since 2009.

Once again we continue to be encouraged at the number of global and well known corporations who are clearly working hard to maximise the use of this valuable, recycled resource.

“The competition documents what can be achieved when the value chain and life cycle work together. For the consumer who makes the effort to collect their used packaging for recycling this competition provides some great examples of what can be achieved. We hope the industry continue and increase their use of recycled plastics as material option for products. We now also see that more and more, are seeing used plastic packaging as a valuable

resource and not waste. We thank everyone for supporting the competition and look forward to seeing what's new in 2012." commented Eirik Oland, Head of EPRO Communication.

Full details of the competition winners, runners up and entries can be found on the EPRO pages soon at:

<http://bestproduct.e-pro-plasticsrecycling.org> and www.e-pro-plasticsrecycling.org

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Editors Notes:

EPRO - European Association of Plastics Recycling and Recovery Organisations

EPRO is an association of the national organisations charged with organising and promoting recycling and recovery of plastics throughout Europe. Each EPRO member is working to meet and exceed requirements set by EU and national packaging directives.

CONTACTS:

Eirik Oland, Head of EPRO Communication groupe-mail: eirik@grontpunkt.no

Peter Sundt, Secretary General, EPRO

e-mail: peter.sundt@mepex.no Web: www.e-pro-plasticsrecycling.org - Email: e-pro@e-pro-plasticsrecycling.org