

Enhancing the Quality of Paper for Recycling



Press Release 1/2014

EcoPaperLoop Final Conference in Kraków:

How to Improve the Collection of Paper and the Recyclability of Print Products and Packaging

Paper is the most sustainable raw material – it can easily be collected and recycled. But there are significant differences in the recycling rates in different European countries. And there are different levels of knowledge about how to design a recyclable product, be it a print product or packaging.

“I’ll be back”, says the Newspaper

What was called waste paper earlier is **no waste**: Unmixed overprint, unsold newspaper and magazines or other forms of used paper free of contaminants never become waste. Improving the quality of paper for recycling is the target of the **EcoPaperLoop project** that will run until the end of 2014. At the **final conference in Krakow on December 2nd**, the participating institutions will present the achievements that have been made so far. Communicating the advantages of paper is one of the goals – and **using paper and board products** themselves to transport messages is one of the options to be presented to the producers: “*I’ll be back*, says the newspaper, to bring more news to you next week.” And “*I’ll be back*, says the carton, to protect precious electronics being shipped to you next month.”

As an introduction to the conference, **Katarzyna Godlewska** from the Association of Polish Papermakers (SPP) will talk about **“The waste collection in Poland – problems with the quality of paper for recycling”**. Another target of the EcoPaperLoop project is the **“Assessment of paper based products’ recyclability”**. Dr. **Hans Putz** of Darmstadt Technical University will present the **new test method** that has been developed to evaluate the **content of adhesives and unrecyclable materials in packaging**.

The conference will take place at the Krakow Galaxy Hotel. **All members of the paper chain** are welcome, participation is free of charge. More details, the full program and the registration can be found on the EcoPaperLoop website.

The EcoPaperLoop project is co-funded by the European Union/European Regional Development Fund (ERDF) and the local project partners.

**EcoPaperLoop
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This press release can also be found in the internet:
www.ecopaperloop.eu

More information and links to the relevant documents are available there.
This press release is available in the languages of the project partners as well.

Attention press representatives, not for publication:

A **press briefing** will be held at the conference (during the lunch break at 13:30 hrs), details to be announced.