

Tuesday, 03 March 2020

RE: Norner commits to the European Plastics Pact and acceleration of a circular plastics economy

Plastics are everywhere in our daily lives, bringing many economic and environmental benefits. Plastics are strong, durable and versatile materials. They enhance comfort, safety and hygiene. Using plastics packaging can increase the shelf life of products and reduce fuel costs in transportation of goods, helping to cut carbon emissions. All this has resulted in a huge surge in plastics production. Over the past fifty years, the global use of plastics has increased twentyfold and is still growing.

Despite the many benefits plastics provide us, we face a huge challenge in reducing our plastic wastage and littering. To face this challenge, the European Plastics Pact accelerates the shift toward the reuse and recycling of single-use plastic products and packaging.

The aim of the pact is to set ambitious common objectives and to encourage cooperation, innovation and harmonisation at the European level, in order to bring about a truly circular European plastics economy.

“Norner joins the Pact as a Supporting Organisation and will support the implementation of the European Plastics Pact by our decades of industrial experience and scientific support to the entire value chain and all stages of the plastics life cycle: production, conversion, distribution, use and waste management.”, says Director Sustainable Development Thor Kamfjord.

The Pact is a frontrunner initiative working on all levels to reduce the release of plastics into the environment: by improving the recyclability and reusability of products by design, by shifting to a more responsible use of plastics, by increasing collection, sorting and recycling, and by incorporating more recycled materials into new products and packaging. Norner will support our customers in their ambitions to comply with and even go beyond the European legislations.

The European Plastics Pact is based on four “aspirational” objectives to achieve better life cycle management of plastics and provide the direction we individually and collectively strive towards:

- Design all plastic packaging and single-use plastic products placed on the market to be reusable where possible and in any case recyclable by 2025
- Move towards a more responsible use of plastic packaging and single-use plastic products, aiming to reduce virgin plastic products and packaging by at least 20% (by weight) by 2025, with half of this reduction coming from an absolute reduction in plastics
- Increase the collection, sorting and recycling capacity by at least 25% by 2025 and reach a level that corresponds to market demand for recycled plastics
- Increase the use of recycled plastics in new products and packaging by 2025, with plastics user companies achieving an average of at least 30% recycled plastics (by weight) in their product and packaging range.

“We are already actively supporting the industry to achieve those goals and the transition to a circular plastics economy in Europe. The Pact will increase our cooperation along the value chain at the European level to stimulate the development of innovative solutions, exchange best practices and lessons learned and work together cross-border to improve and harmonize guidelines, national standards and supporting frameworks.”, says CEO Kjetil Larsen.

Norner will be present at the launch of the Pact in Brussels on the 6th of March, 2020.

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With best regards
Ole Jan Myhre
Market Manager

About Norner

Norner is a Global market leader of industrial polymer R&D services based in Norway where we operate an advanced technology centre for development and testing. We strive to fulfil our vision of being the Polymer Explorers for our clients through a full service-portfolio of R&D, laboratory and strategic advisory based on 40 years of industrial experience. Our key customer segments are petrochemicals, oil and gas, packaging, building and infrastructure and green technology. We contribute to increased profitability and improved sustainability for our clients.



PRESS RELEASE

Attachment: photo of our CEO, Kjetil Larsen



og Thor Kamfjord, Direktør for Bærekraftig Utvikling



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Logo of Norner:



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