

Brussels, 19 December 2018

BEVERAGE CARTON COMPANIES LAUNCH EXTR:ACT PLATFORM TO BOOST RECYCLING

The Alliance for Beverage Cartons and the Environment (ACE) today announced that it has launched a new platform to drive the industry's engagement in carton recycling across Europe. The platform, named **EXTR:ACT – Driving Value for multimaterial recycling**, has been set up by ACE members BillerudKorsnäs, Elopak, SIG Combibloc, Stora Enso and Tetra Pak to foster recycling of beverage cartons, including the non-paper components, such as polymers and aluminium.

With this new platform beverage carton industry takes additional measures to increase recycling of its packages, scale and drive value for recycling solutions and secure their long-term sustainability. It will also coordinate and drive initiatives to enhance beverage carton collection across Europe. Heike Schiffler, President of **EXTR:ACT** said the new platform reflected the industry's commitment to the circular economy. *"We have come a long way to reach our current recycling rate of 48% in Europe, despite the absence of a specific recycling target for beverage cartons in the EU Packaging and Packaging Waste Directive. With this new initiative and partnerships, we are confident we will be able to achieve a significantly increased collection and recycling rate by 2025,"* she said.

Sustainable recycling programmes require collaboration both in and beyond our own industry. **EXTR:ACT** aims to work in partnerships with stakeholders with similar needs in recycling of composite packaging.

EXTR:ACT will be based in Frankfurt and complement ACE's work. Along with Heike Schiffler (President), Tetra Pak's Circular Economy Director Europe, board members are Ola Svending (Vice-President), Stora Enso's Director Sustainability, Gatis Mazins (Tetra Pak), Tiina Pursula (Stora Enso), Elisa Gasperini (Elopak), Petra Gerber (SIG), Jannicke Jennsjö, and Malin Ljung-Eiborn (BillerudKorsnäs).

###

Note to Editors

ABOUT ACE

ACE provides a European platform for beverage carton manufacturers and their paperboard suppliers to benchmark and profile cartons as renewable, recyclable and low carbon packaging solutions. Engaging with stakeholders and partners seeking high environmental stewardship, it contributes expertise to EU policy, legislation and standard-setting.

ACE members include beverage carton producers Tetra Pak, SIG Combibloc and Elopak; they develop, manufacture and market systems for the packaging and distribution of food, and produce packaging material at 20 plants in Europe. Most of the paperboard used by ACE members in beverage cartons in Europe is produced by Stora Enso in Skoghall (Sweden) and Imatra (Finland), and BillerudKorsnäs in Gävle and Frövi (Sweden), who are also members of ACE.

For further information or media inquiries please contact: **MAJA DRČA, ADVOCACY AND COMMUNICATIONS MANAGER**, TEL +32 (0)2 504 07 16; MOB +32 (0)4 8541 83 82; EMAIL maja.drca@beveragecarton.eu or visit the ACE website www.beveragecarton.eu