

Press release: 5 december 2024

## Landbell Group and RecyClass join forces to improve the circularity of products across Europe

**Mainz, 5 December 2024. Landbell Group, an international provider of comprehensive take-back, consulting and software solutions for environmental and chemical compliance, partners with RecyClass, a non-profit, cross-industry initiative advancing recyclability, bringing transparency to the origin of plastic waste and establishing a harmonized approach toward recycled plastic calculation & traceability in Europe.**

In EMEA, Landbell Group already operates 36 Producer Responsibility Organisations (PRO) in 14 countries and is therefore a perfect match for RecyClass with its European approach. As the only dual scheme in Germany, Landbell offers its customers the opportunity to evaluate the recyclability of plastic packaging free of charge using the RecyClass Online Tool in order to get an initial assessment. This assessment does not only refer to the German market, but also lays a stable foundation for bringing recyclable packaging to the European market by including country-specific information on the collection, sorting and recycling infrastructures for each type of packaging.

“Increasing harmonization across Europe, and further, is one of the main aspects of RecyClass’ vision for a circular plastic future. For that reason, collaborations such as the one between Landbell Group and RecyClass are invaluable. We look forward to the developments that will come from this fruitful partnership,” Commented Paolo Glerean, Chairman of RecyClass.

Siddharth Bagri, head of recycling at Landbell Group, explained: "With our shared commitment to innovation and harmonization across Europe, Landbell Group and RecyClass are committed to creating a robust framework that supports the EU's goals for sustainable packaging and complete circularity for plastics. This partnership exemplifies the power of collaboration by combining the complementary strengths of both organizations to foster a comprehensive, circular approach to plastic waste across Europe."

### **About RecyClass**

RecyClass is a non-profit, cross-industry initiative advancing recyclability, bringing transparency to the origin of plastic waste, and establishing a harmonized approach toward recycled plastic calculation & traceability in Europe. RecyClass develops Recyclability Evaluation Protocols and scientific testing methods for innovative plastic packaging materials which serve as the base for the Design for Recycling Guidelines and the RecyClass Online Tool. RecyClass established Recyclability Certifications for plastic packaging, Recycling Process Certification, and Recycled Plastics Traceability Certification for plastic products.

### [RecyClass – Plastic Future is Circular](#)

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### **About Landbell Group**

Landbell Group is an international provider of comprehensive take-back, consulting and software solutions for environmental and chemical compliance. Landbell was founded in 1995 as a waste management company in Germany and has since evolved into a global service provider. Today, Landbell operates take-back/collection systems for various waste streams in 15 countries worldwide, supports over 38,000 customers in more than 60 countries in fulfilling extended producer responsibility, and collected over 760,000 tons of batteries, e-waste and packaging in 2020. Landbell AG, specifically in Germany, operates a certified and independent dual system for manufacturers and retailers to meet their legal requirements.

For more information, please visit: [www.landbell-group.com](http://www.landbell-group.com)

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