

A large sea turtle is shown swimming in clear blue water. The turtle's head is in the center, and its front flippers are extended outwards. In its mouth, it is holding a crumpled, translucent blue plastic bag. The background is a deep, clear blue, suggesting an underwater environment.

## **EVERTIS HAS JOINED THE BUSINESS CALL FOR A UN TREATY ON PLASTIC POLLUTION**

May 11th, 2021

Evertis has reinforced their position on the fight against plastic pollution by joining the Business Call for a UN Treaty on Plastic Pollution, a report that is co-authored by the World Wildlife Fund (WWF), the Ellen MacArthur Foundation and Boston Consulting Group (BCG). The call outlines why a global treaty is needed to help stop the 11 million metric tons of plastic flowing into the ocean each year. All evidence suggests that current approaches are falling short of stemming the leakage of plastic into our ecosystems. Therefore, WWF, BCG and the Ellen MacArthur Foundation are calling for a binding international agreement to address plastic pollution.

Evertis operates in several areas to decrease plastic pollution, beginning with focusing innovation on developing films that are fully recyclable in the PET stream, targeting 50% of incorporation of recycled content in their products, as well as being founding members of several of the Plastics Pacts of the Ellen MacArthur Foundation and collaborating through numerous associations to close the loop.

Regarding fully recyclable solutions, Evertis recently launched the IR Black product line, monolayer or multilayer films that are formulated with an IR Black masterbatch, a more sustainable alternative to standard carbon black pigments that are non-detectable in sorting technology at recycling facilities. Standard packages produced with carbon black pigments are non-detectable and difficult to sort during the separation process. Consequently, films produced with carbon black masterbatches end up in mixed polymer stream and therefore are not recycled. Evertis has developed this new sustainable alternative that is carbon black free, improving the recyclability of the material and the packaging. As a result, this achieves a solution for a circular economy.

Additionally, Evertis launched Ecoseal, a recyclable APET film with enhanced sealing capabilities. This is the perfect solution for a fully recyclable APET mono-material packaging trays – non-PE sealant solutions.

Following the company's pledge to target an average of 50% recycled content, Evertis not only produces their own recycled PET at their on-site recycling unit, but also incorporates recycled content sourced from tray-to-tray recycling. Through a partnership they've formed together with the Plastic Sense Foundation, that has a unique technology that permits incorporating recycled PET, obtained from a delamination processes of multilayer waste, to be reintroduced as secondary raw material in our film production, Evertis gives PET trays another life.

Furthermore, through Evertis' advanced processes, they reincorporate 100% of internal scrap, producing no operational waste. Additionally, by the end of the year, all of Evertis production sites will be part of the Operation Clean Sweep Program to prevent the loss of plastic granules, such as pellets, flakes and powders. By signing this pledge, Evertis recognizes the importance of preventing spillages into the environment.

Evertis Head of Marketing & Sustainability believes that "all the improvements taking place in the industry are big steps in the right direction, but there is still a need to step up collaboration between governments, legal entities and the industry. The targets are challenging, if we are to meet them, we need to be aligned globally; hence the need for a UN Treaty on plastic pollution."

<https://spnews.com/evertis-has-joined-the-business-call-for-a-un-treaty-on-plastic-pollution/>