



European Association Of Plastics Recycling  
& Recovery Organisations

## PRESS RELEASE

”Best Recycled Plastic Product 2015“:  
EPRO honours most innovative and inventive use of  
recycled plastics in Europe



*First prize: The HÅG Capisco modular chair is made of recycled materials, and designed for easy disassemble without using specific tools. HÅG is a brand of © Scandinavian Business Seating*



*Laura Fouilland, Environmental advisor and Atle Thiis-Messel, Vice President Environment at Scandinavian Business Seating AS*



*Second prize was awarded to Railway Plastic Tie (RPT ®) by PAV GmbH & Co KG from 65-85% HDPE and glass fibre 15-35 % © PAV*



- The Eco Potagator by ashortwalk made from 100% recycled yoghurt pots and 100% recycled CD cases won the third prize in the “Best Recycled Product” competition 2015. © ashortwalk*

Brussels, May 2015 – The HÅG Capisco – office chair by Scandinavian Business Seating ([www.sbseating.com](http://www.sbseating.com)), Oslo in Norway, won first prize in the ‘Best Recycled Product 2015’ competition, offered by EPRO, the European Association of Plastics Recycling and Recovery Organisations, and the supporting organisations PlasticsEurope, PRE, EUPC and ACR+\*. The second prize winner were the railway plastic ties from the German PAV GmbH & Co KG ([www.pav-recyclate.de](http://www.pav-recyclate.de)). This new, sustainable product is made from 65-85% HDPE and glass fibre 15-35 %. Chosen for



the third place was the Eco Potagator from ashortwalk Ltd. ([www.ashortwalk.com](http://www.ashortwalk.com)), in UK, an ecological and neat growing pot manufactured from post-consumer packaging.

In 2009 EPRO started to invite manufacturers of products containing recycled plastics to participate in this annual competition. Since then the key objective has continuously been to raise awareness of the value and versatility of used plastics whether it is post-consumer or post-industrial, promote the opportunity to recycle this material and recognise it as a valuable resource, and not waste. Meanwhile, the competition has seen nearly 180 entries from 25 countries and witnessed an increased range of applications for recycled plastic ([www.bestproduct.epro-plasticsrecycling.org](http://www.bestproduct.epro-plasticsrecycling.org)). In 2015 for the first time, the winner received additional media coverage in form of bought publicity in sector magazines (5.000 €) sponsored by Corepla, the Italian EPRO member.

The HÅG Capisco office chair was announced as the winner of this award at the Identiplast Congress in Rome on 29th April 2015. Atle Thiis-Messel of Scandinavian Business Seating comments: "HÅG Capisco is *the* iconic design of our company. It is our most important product of our portfolio, and our best seller with sales of 46 000 chairs/year. HÅG Capisco was the first office chair to bear the Swan Nordic eco-label. HÅG Capisco is made of 50% recycled materials - steel, aluminium and plastics. The plastic parts are made from 100% recycled PP (68% post-consumer and 32% post-industrial). The aluminium parts are made from 90-100% recycled material. HÅG Capisco is designed for easy disassembly, and it's possible to take the chair apart in few minutes, without using specific tools. This makes it easy to separate the various parts and materials for recycling. Additionally, HÅG Capisco represents a low carbon footprint of 45kg CO<sub>2</sub>-eq only. The life cycle analysis we performed covers the whole value chain of the product, from the extraction of raw materials, via processing, transportation and production, to the use and disposal phase. Further, the office chair does not contain any chemicals that are harmful for the environment or humans. No glue have been used, and we chose to paint the metallic parts with an eco-friendly polyester powder coating."

EPRO's Co-Chairman Francis Huysman explains the idea behind the 'Best Recycled Product' contest: "Plastic packaging design, improved collection schemes, advances in sorting technology together with a greater range of reprocessing opportunities and applications mean that the need to send many plastics to landfill is gradually decreasing. EPRO believe that one of the most important ways of achieving increased recycling is to raise the awareness of the products made from recycled plastics packaging, and by doing so, promoting the use of recyclates and the cycle of plastics.



This competition also enables the industry to further demonstrate their commitment and work in the area of Corporate Social Responsibility, and for the consumer to more fully understand the scope of their environmentally friendly actions. The HÅG Capisco chair is - besides the fact that it is made out of recycled materials - a good example of a product in a circular economy model. The modularity of the chair offers the possibility to change only the parts that are worn out. The fact that 46.000 chairs are sold annually worldwide shows that this is an economically valid business model.

Apparently also the participants of Identiplast have seen the importance of a modular product, made out of recycle since this was selected by a vast majority of the participants.”

All 22 entries of the award have shown a wide variety of applications: Ranging from different kinds of innovative packaging over neat and handy consumer goods to functional industrial products required in numerous quantity. Also the wide range of plastics was represented. Before Identiplast, a panel consisting of representatives of EPRO, PlasticsEurope, PRE, EUPC and ACR+ from across Europe has assessed the entries and pre-qualified three participants for Rome, where the final ranking from 1 to 3 was chosen by the audience.

#### **EPRO, the European Association of Plastics Recycling and Recovery Organisations**

([www.epro-plasticsrecycling.org](http://www.epro-plasticsrecycling.org)), is a pan-European partnership of specialist organisations that are able to develop and deliver efficient solutions for the sustainable management of plastics waste, now and for the future. EPRO members are working to optimise national effectiveness through international co-operation: by studying successful approaches, evaluating different solutions and examining obstacles to progress. By working together EPRO members can achieve synergies that will increase efficient plastics recycling and recovery. Currently 19 organisations in 14 European countries, South Africa and Canada are represented in EPRO.

\* **PlasticsEurope** represents the interest of the plastics manufacturing industry in Western Europe at European level and promotes the benefits of plastics in every aspect of life.

\* **PRE** stands for “Plastics Recyclers Europe” and represents National Associations and Individual Member Companies covering 80% of European Plastic Recycling Industry.

\* **EuPC** is the EU-level Trade Association, based in Brussels, representing **European Plastics Converters**.

\* **ACR+** is an international network of cities and regions who share the aim of promoting smart resource consumption and sustainable management of municipal waste through prevention at source, reuse and recycling.

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