



## ***EcoPaperLoop Final Conference in Kraków:***

### ***How to Improve the Collection of Paper and the Recyclability of Print Products and Packaging***

**Paper is the most sustainable** raw material – it can easily be collected and recycled. But there are significant differences in the recycling rates in different European countries. And there are different levels of knowledge about how to design a recyclable product, be it a print product or packaging.

#### **“I’ll be back”, says the Newspaper**

What was called waste paper earlier is **no waste**: Unmixed overprint, unsold newspaper and magazines or other forms of used paper free of contaminants never become waste. Improving the quality of paper for recycling is the target of the **EcoPaperLoop project** that will run until the end of 2014. At the **final conference in Krakow on December 2<sup>nd</sup>**, the participating institutions will present the achievements that have been made so far. Communicating the advantages of paper is one of the goals – and **using paper and board products** themselves to transport messages is one of the options to be presented to the producers: “*I’ll be back*, says the newspaper, to bring more news to you next week.” And “*I’ll be back*, says the carton, to protect precious electronics being shipped to you next month.”

As an introduction to the conference, **Katarzyna Godlewska** from the Association of Polish Papermakers (SPP) will talk about “**The waste collection in Poland – problems with the quality of paper for recycling**”. Another target of the EcoPaperLoop project is the “**Assessment of paper based products’ recyclability**”. Dr. **Hans Putz** of Darmstadt Technical University will present the **new test method** that has been developed to evaluate the **content of adhesives and unrecyclable materials in packaging**.

The conference will take place at the Krakow Galaxy Hotel. **All members of the paper chain** are welcome, participation is free of charge. More details, the full program and the registration can be found on the EcoPaperLoop website.

The EcoPaperLoop project is co-funded by the European Union/European Regional Development Fund (ERDF) and the local project partners.

**EcoPaperLoop  
Public Relations**

Oetztaler St 5 B • 81373 München • Germany  
Tel. +49 (89) 769 2332 • E-Mail [info@ecopaperloop.eu](mailto:info@ecopaperloop.eu)

This press release can also be found in the internet:  
**[www.ecopaperloop.eu](http://www.ecopaperloop.eu)**

More information and links to the relevant documents are available there.

This press release is available in the languages of the project partners as well.

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**Attention press representatives, not for publication:**

A **press briefing** will be held at the conference (during the lunch break at 13:30 hrs), details to be announced.