



# Press Release

Brussels, 28 February 2019

Plastics - Sustainability and Society

## **The BPF, PlasticsEurope and Dow Come Together as Key Partners for IdentiPlast 2019**

Dow, alongside its partners, the BPF and PlasticsEurope, will be one of the key contributors at the leading European event for the recycling and recovery of plastic waste, IdentiPlast 2019.

Dow, a leading supplier of innovative solutions for the packaging, industrial and consumer care industry, is fully committed to sustainability and is a founding member of the recently announced Alliance to End Plastic Waste. Several of their specialists will be speaking at IdentiPlast 2019, alongside numerous leading sustainability experts from across the globe.

Regional Director at PlasticsEurope, Kim Christiansen, states:

“We are thrilled to have Dow on board because it is a great example of a company working towards a sustainable future. Ensuring that plastic maintains its value at end of life is high on all our agendas and sharing knowledge and learning from leading lights within the industry will ensure effective change occurs.”

Director General of the British Plastics Federation Philip Law adds:

“It is inspiring to see a company with Dow’s pedigree show its commitment to helping the industry identify sustainable solutions. I am sure IdentiPlast 2019 will be the perfect forum for practical debate, and by bringing together many of the best minds in this area at the end of the day we anticipate generating a good deal of exciting synergy.”

The event will be sponsored by Dow and is organised by PlasticsEurope and supported by the British Plastics Federation. It will bring experts in plastics recycling, processing and waste management together with plastics producers, policy makers, academics and researchers to discuss ways to reduce plastic waste.

Javier Constante, Commercial Vice President, Packaging and Specialty Plastics Business EMEA of DOW Europe, and President of PlasticsEurope said in anticipation of the conference:

“We are very happy to be supporting IdentiPlast as a sponsor. The agenda covers all the important topics for our industry and our value chain partners, from innovations in eco-design, accelerating reuse and recycling, to developing valuable applications for recyclate. I’m looking forward to listening to the experts from a broad range of stakeholders, which will reflect the collective efforts we need, in order to achieve a circular economy for plastics.”

IdentiPlast 2019 is the 14<sup>th</sup> international conference on the recycling and recovery of used plastics. It is taking place on 7-8 March at London’s QEII Centre.

To view the full programme and register: [www.identiplast.eu](http://www.identiplast.eu)

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## ***About the organisers***

### **British Plastics Federation**

Established in 1933 the British Plastics Federation is the most powerful voice in the UK plastic industry with over 500 members across the plastics industry supply chain, including polymer producers and suppliers, additive manufacturers, recyclers, services providers, end users, plastics processors and machinery manufacturers, representing over 80% of the industry by turnover.

The BPF promotes the interests of its Members principally through its four Market Sector Groups and its many common interest Business Groups. The BPF Central Expert Committees address industry wide concerns including Environment, Fire, Product Safety and Industrial Health & Safety. Visit [www.bpf.co.uk](http://www.bpf.co.uk)

**PlasticsEurope** is one of the leading European trade associations with centres in Brussels, Frankfurt, London, Madrid, Milan and Paris. The association is networking with European and national plastics associations and has more than 100 member companies, producing over 90% of all polymers across the EU28 member states plus Norway, Switzerland and Turkey. Visit [www.plasticseurope.org](http://www.plasticseurope.org)

### **About Dow**

Dow combines science and technology knowledge to develop premier materials science solutions that are essential to human progress. Dow has one of the strongest and broadest toolkits in the industry, with robust technology, asset integration, scale and competitive capabilities that enable it to address complex global issues. Dow's market-driven, industry-leading portfolio of advanced materials, industrial intermediates, and plastics businesses deliver a broad range of differentiated technology-based products and solutions for customers in high-growth markets such as packaging, infrastructure, and consumer care. Dow is a subsidiary of DowDuPont (NYSE: DWDP), a holding company comprised of Dow and DuPont with the intent to form three strong, independent, publicly traded companies in agriculture, materials science and specialty sectors. More information can be found at [www.dow.com](http://www.dow.com).