

AMERPLAST

Recyclate supply deal with Ekokem / Finnish consumer plastic waste to be turned into flexible packaging

Once its plastic refinery plant starts up in summer this year, environmental management specialist **Ekokem** (Riihimäki / Finland; www.ekokem.com) will begin supplying flexible packaging solutions provider **Amerplast** (Tampere / Finland; www.amerplast.com) with its "Circo" regrind, which the latter will use to manufacture plastic bags and other flexible packaging. The arrangement follows the set-up earlier this year of a plastics recycling scheme in Finland, where plastics waste was previously incinerated (for details, see Plasteurope.com of [21.01.2016](#)).

"For us, this agreement is a significant step in implementing our 'Towards a Circular Economy' strategy," said *Mari Puoskari*, senior vice president of New Business Ventures at Ekokem. "Plastic waste produced by households can at last be used in consumer products," he added. Amerplast COO *Reima Kerttula* added that the company has already partnered with suppliers, retailers and the public sector to introduce its "AmerGreen" sustainable packaging solutions concept. Using Ekokem's recyclate, Amerplast will produce carrier bags with a regrind content of more than 95%, the company said.

Amerplast purports to be one of Europe's largest flexo printers and bag converters, specialising in flexible packaging for consumer goods. The company in 2015 embarked on a strategy of becoming a "leading European packaging company", and last year entered into distribution agreements with **PerfoTec** (Mijdrecht / The Netherlands; www.perfotec.com) and **Braskem** (São Paulo / Brazil; www.braskem.com.br) – see Plasteurope.com of [10.02.2015](#) and of [19.03.2015](#). Amerplast operates production plants in Finland and Poland, and has sales offices in Sweden and Russia. Its total workforce comes to about 400, and its products are sold in more than 20 countries.

Published on 11.05.2016

© 2001-2016 by Plasteurope.com, Bad Homburg

Date of print: 24.05.2016 12:58:33 (Ref: 563638557)

Text and images are subject to copyright and other laws for protection of intellectual property.

Any duplication or distribution in any media as a whole or in parts requires prior written approval by Plasteurope. URL: <http://www.plasteurope.com/news/detail.asp>