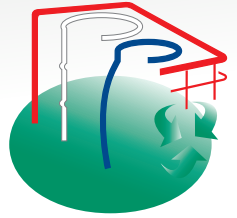


SERRED  
RESPONSIBLE CARE



## We are

the **European Association** representing, defending and promoting the interests of reconditioners of industrial packaging. We were founded in 1975, and continue to **promote the safe, efficient and environmentally responsible collection, reconditioning, and re-use of industrial packaging.**

## We have

tremendous know-how and experience in the field of industrial packaging. We represent **22 members from 11 EU Member States** (+ Norway & Switzerland), having a turnover of €400 million, directly employing over **3500 people**, and covering about **80% of the industry**. There are three main product groups that SERRED members recondition, ever year processing over **10 million steel drums, 2 million plastic drums and over 3,5 million IBC's.**

## We re-use



# Our aims

- professionalise the **reconditioning industry** based on best practice;
- **respect the waste hierarchy** and promote a circular economy, by placing re-use before recycling and especially over one-way packaging;
- **advise and help government authorities** in relation to the re-use of industrial packaging, removing barriers and restrictions, and striving for incentives to ensure packaging re-use.

# Our challenges

- due to the definition of waste, and related concepts such as discards, being set in the Waste Framework Directive, the transposition of these definitions varies by Member State;
- complexities continue to grow in the implementation phase as many Member States leave it to regional or local authorities to interpret and implement the definitions;
- due to these potentially large discrepancies, cross-border waste shipments within the EU's internal market, are fraught with complications.

# Our proposals

- industrial packaging intended for re-use should be exempt from being classified as waste;
- a target for re-use of industrial packaging should be set at EU or Member State level;
- the facilitation of a true internal market for 'waste', in case the definition cannot be changed itself in order to exempt industrial packaging intended for re-use.

