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BEWiSynbra Group looks to the future with the launch of BEWiSynbra Circular

One of the leading vertically integrated EPS producers in Europe, BEWiSynbra Group, takes an important strategic step towards reaching its sustainability targets, by establishing BEWiSynbra Circular. BEWiSynbra Circular will contribute to leading the change towards the circular economy for the EPS industry.

"We strongly believe in the benefits of the circular economy, both financially and for the sustainability of our industry. The establishment of BEWiSynbra Circular is therefore important to us," says Rik Dobbelaere, CEO of the BEWiSynbra Group.

BEWiSynbra is one of the larger producers of expandable polystyrene (EPS) in Europe. The Group is strategically integrated throughout the value chain with an annual production capacity of 185kt of the raw material EPS beads, as well as domestic market leadership in solutions for Packaging & Components and Insulation in several European countries. EPS, also called cellular plastic foam, is among others used for packaging of food, pharmaceuticals, technical components, building and infrastructure isolation.

BEWiSynbra Circular will be responsible for collecting and recycling EPS material for the Group, and will be a core function in the Group going forward. BEWiSynbra has defined an ambitious medium-term recycling target of 60,000 tonnes of EPS.

"Used EPS-parts are completely recyclable. We already recycle some volumes of both our packaging and insulation products, and have ambitious targets going forward. We do this to reduce our carbon footprint, but also because we see EPS waste as a significant resource and a profit generator," says Martin Bekken, Managing Director of BEWiSynbra Circular.

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About BEWiSynbra Group AB

BEWiSynbra Group is one of the largest vertically integrated producers of expandable polystyrene (EPS) in Europe, focusing on sustainable solutions for packaging and components, as well as insulation. Innovation is a key driver for the Group's competitive advantage and sustainability, and BEWiSynbra has an ambitious approach to its recycling initiatives.