

Press Release

Post-consumer plastics recycler EFS-plastics Inc. launches new product line called NUERA LDPE.

The NUERA resin will be produced at the EFS plant in Hazelton, PA.

Hazelton, February 17th, 2023: The LDPE resin market in North America continues to be very dynamic. While legislation is targeting certain LDPE film applications, progressive brand owners and converters are releasing global LDPE PCR commitments. All of that is happening while we are seeing an oversupply of virgin resin and quality concerns around PCR throughout North America. Overarching these recent developments remains the need to act to battle environmental pollution and climate change.

To meet the needs of this modern LDPE market age, EFS-plastics developed a new product line called NUERA.



NUERA LDPE is a commitment to quality and clarity in a new age of flexible packaging manufacturing. Developed for high-end consumer facing applications, only the best sorted post-consumer LDPE materials make it into this premium product. A virgin-like clear appearance is as much a part of the customer experience as low gels counts and minimal impurities.

A state-of-the-art data tracing system will ensure transparency down to the level of each individual raw material source. The NUERA mindset is to strive for close industry collaboration to maximize post-consumer LDPE in flexible packaging.

“It is truly more than just another PCR. It is the creation of a holistic system and collaborative approach to deliver a quality product that closes the current gap between supply and demand”, states Martin Vogt, President, and CEO of EFS-plastics Inc.

First samples of the NUERA product line will be made available during the upcoming Plastics Recycling conference at the Gaylord National Harbor, MD. EFS-plastics is inviting interested parties to stop by the booth and start a dialog around future collaboration to maximize PCR content in LDPE packaging applications.

Email inquiries about NUERA LDPE can be sent to Mathew Adams (Director of Sales):
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