

Cirplus launches new services for consistent quality in the procurement of recycled plastics

The aim is market stability and cost reduction for the use of recycled materials.

Hamburg, 5th of October 2023 Cirplus, Europe's largest digital procurement platform for recycled plastics, is adding new services to its platform offering. The Hamburg-based company is now offering recyclers and brand owners additional quality controls and certifications for recycled materials. Particularly in markets where recyclates have not been used much or at all, Cirplus aims to create security in the supply chain. The overall objective of Cirplus' new offerings is to make sourcing and marketing easier, more efficient and more cost-effective for all market participants, while achieving more homogeneous qualities of recyclates.

With the addition of this service, Cirplus is taking the next step towards becoming the first holistic, digitally-enabled procurement solution for recycled plastics that can be seamlessly integrated with the plastics industry's existing software solutions. The B2B platform is now used by more than 3,000 companies in the plastics and waste industries of over 100 countries, including the packaging, household goods, construction, automotive, cosmetics, food packaging and pharmaceutical industries.

"With our additional offerings, we want to increase confidence in the market and improve the testing process. We offer material testing and certification to buyers and sellers to increase the stability of the supply chain when using recycled materials. Digital networking and optimisation of the testing chain, from initial material sampling to permanent production use (batch-by-batch), enables more reliable use of plastic recyclates across different suppliers, while reducing costs. For us, this is the living link (twinning) between the two megatrends of digital and green change," says Christian Schiller, founder and CEO of Cirplus.

The recycled plastics are characterised and evaluated according to DIN SPEC 91446, the world's first standard for recycled plastics and digitisation, which was initiated and funded by Cirplus and is gaining increased market acceptance. The company works with recognised testing laboratories including UL, SKZ, Fraunhofer and the Lüdenscheid Plastics Institute. Other testing services can also be provided according to customer requirements.

"We are convinced that optimised purchasing and sales processes can reduce transaction costs for the use of recycled plastics by at least 25 percent. In this way, digitalisation will make a significant contribution to reducing the cost differential between virgin materials and recyclates. The barriers to increased use of recycled plastics will be lowered and new customers and markets can be developed. This is an important step towards climate neutrality and a circular economy," says Schiller.

Cirplus will be present at FAKUMA 2023 (Foyer West, Stand 20) from October 17–21 in Friedrichshafen. Interested parties can get detailed information about the platform and other service additions from Cirplus on site.

About Cirplus

Cirplus is Europe's largest digital procurement platform for recycled plastics. The Hamburg-based company already brings together more than 3000 plastics processors, product manufacturers,

recyclers and disposers from over 100 countries. The aim is to establish reliable, cost-efficient and scalable supply chains for high-quality plastic recyclates using digital technologies.

Cirplus is also the initiator of DIN SPEC 91446 — the world's first standard for plastics recycling and digitisation. The Hamburg-based company has received several awards for its use of digitalisation, standardisation and sustainability in the plastics market, including the GreenTech Award 2022 and the German Standardisation Award 2022 in the categories Innovation and Sustainability. Founder and CEO Christian Schiller has also been appointed as one of 20 members of the German government's expert council to advise on the development of the National Circular Economy Strategy (NKWS) in the field of plastics.