

> The Customer

Forum PET of the German industry association for plastic packaging (IK Industrievereinigung Kunststoffverpackungen e.V.)

The Challenge

Create a material flow model that comprehensively details which amounts of PET beverage bottles are put on the market per year, and shows in which ways PET beverage bottles are recycled and recovered.

The Solution

GVM surveys 25 market participants with structured interviews. Actors all along the value chain are included: PET producers, engineering companies, deposit scheme operators, recyclers, fillers, associations and other industry experts. The GVM database Market Volume Packaging is the foundation for the calculation of PET beverage bottle usage. Via systematic desk research additional data and information are gathered. Finally, all acquired insight is compiled and aggregated in a detailed material flow model.

The Result

For the first time the existing data and knowledge on the recycling of PET beverage bottles is combined into a single unified closed-form material flow model. In addition, every level of the material flow is assigned a tonnage for the study's reference year.

> What can we do for you? Find out more at www.gvmonline.de or give us a call at: +49 (0) 6131 33673-0. We are happy to be of assistance!