

# Expertise Plus Information

16<sup>th</sup> May 2019
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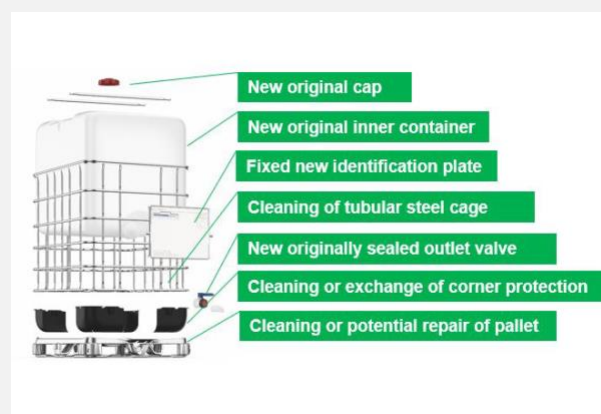
## Words and actions: Recycled packaging for pigment preparations

In January 2019, BASF founded the «Alliance to End Plastic Waste (AEPW)» together with 30 other companies. New recycled packaging means that words and actions are now going hand in hand.

Intermediate bulk containers (IBCs) have proven effective bulk packaging for liquid products. Up to now, new containers have always been used for storage, transport and delivery. Now BASF has taken action against plastic waste and uses increased recycled containers.

### Recycled innovation

To expand recycling as part of the new alliance, the BASF pigment preparations team, supported by the packaging team, now also uses reusable IBCs. All parts that come into contact with the product are new; the rest is cleaned and repaired. The parts that are replaced are recycled professionally.



“Our objective is to always use recycled IBCs in future, whenever they are available,” says Isabel Hirschmuller, Senior Market Development Manager at BTC. Currently, this means that you will receive deliveries in both new and “re-bottled” IBCs, as available.

### Return of all containers

For many years and for all its products, BASF has worked exclusively with suppliers who take their IBCs back. Needless to say, there is no charge for the return. You can organise it directly with the packaging manufacturer via ticket service. The buyer decides whether or not to use this service and make the cycle more sustainable through the reuse of packaging.

### **Our expert**

Isabel Hirschmuller can look back at 30 years of professional experience in the Pigments business in a wide variety of industries and application areas. Customers and their needs have and will always be the focus of her work. After working at Ciba Geigy, Habasit and BASF in various positions, she has been supporting the sales organisation for this product group at BTC since 2015 as Senior Market Development Manager for Pigment preparations. Colour and design play a very important role in her professional and everyday life.



You can find additional information about Dispers®, Luconyl® und Luconyl® NG in the corresponding One Pagers in the [Download Centre](#). You can also contact your local BTC partner directly using the [Solution Finder](#).