ALPLA Group

Press release

**Blue Circle Packaging – new label for biodegradable products**

ALPLA is bundling its biodegradable packaging solutions under a new brand. Home-compostable coffee capsules are the first product available on the market.

*Hard, 12 July 2021 – The ALPLA Group, a global packaging producer and specialist in recycling, is consolidating its developments in relation to biodegradable packaging solutions under its new Blue Circle Packaging label. Home-compostable coffee capsules are the first product available on the market.*

Under the Blue Circle Packaging label (bluecircle-packaging.com), ALPLA will offer its customers packaging solutions that are all biodegradable and thereby contribute to sustainability. This is based on plastics made of renewable raw materials. ‘We see the establishment of our own label which includes all of our products made from biodegradable materials as a clear commitment to our activities in this future market. They are a recyclable addition to our existing packaging solutions,’ says Nicolas Lehner, CCO of the ALPLA Group and responsible for global sales.

**In line with the circular economy**

The establishment of Blue Circle Packaging goes hand in hand with the holistic approach taken by ALPLA, whereby all product areas and packaging solutions should be developed with a view to a functioning circular economy. One important field of research (Replace) involves the use of alternative materials made of renewable raw materials.

**Home-compostable coffee capsules**

With the first product from the Blue Circle range, ALPLA is offering its customers home-compostable coffee capsules. The coffee capsules produced using injection moulding are characterised by their technical and aroma-preserving properties – and on top of that, they are also compostable at home. With the TÜV certificates OK Compost HOME and OK Compost INDUSTRIAL, they are suitable for disposal in home compost as well as in the organic waste bin.\*

**Joint venture for coffee**

In conjunction with the coffee roaster Amann Kaffee and the agency Silberball, ALPLA founded the start-up Blue Circle Coffee (bluecircle-coffee.com). It offers roasting houses and smaller coffee suppliers extensive expertise in roasting, filling, packaging and marketing coffee in home-compostable coffee capsules. Consumers can also order three varieties of the company’s own Blue Circle coffee line via an integrated web shop.

**\***To dispose of them in the organic waste bin (industrial composting), please contact your local waste management company and enquire about waste disposal in accordance with the EN 13432 standard.

**About ALPLA Group**

ALPLA is one of the leading companies involved in plastic packaging. Around 21,600 employees worldwide produce custom-made packaging systems, bottles, caps and moulded parts at 178 sites across 45 countries. The high-quality packaging is used in a wide range of areas, including for food and drinks, cosmetics and care products, household detergents, washing and cleaning agents, pharmaceutical products, engine oils and lubricants.

ALPLA operates its own recycling plants for PET and HDPE in Austria, Poland and Spain, and in the form of joint ventures in Mexico and Germany. Other projects are being realised elsewhere around the world.

[www.alpla.com](http://www.alpla.com)

**Image captions**

**ALPLA\_Blue\_Circle\_Packaging\_1.jpg**: ALPLA is bundling its activities for biodegradable packaging solutions under the new Blue Circle Packaging label.

**ALPLA\_Blue\_Circle\_Packaging\_2.jpg**: With the first product from the Blue Circle range, ALPLA is offering its customers home-compostable coffee capsules.

**ALPLA\_Blue\_Circle\_Coffee.jpg**: The start-up Blue Circle Coffee offers extensive expertise for coffee suppliers and roasting houses as well as its own coffee line.

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