

Ercros participates in a seminar on plastics and sustainability



The Ercros' investment on bioplastics, new materials with natural origin, biodegradable and compostable, was a success story presented at the conference on the new European strategy of plastics for a circular economy, organized by the Technological Institute of Packaging, Transport and Logistics (Itene) in Valencia.

Domingo Font, Ercros' head of sales of PVC compounds and specialties was in charge of explaining the new ErcrosBio product range, in a day that was attended by representatives of the public and private sector, and in which was discussed on the legislation on plastics recently approved by the European Union. This regulation establishes that in 2030 all plastic containers marketed in the European Union must be reusable or they must be able to be recycled in a profitable way.

Ercros' new ErcrosBio PHA complies with these conditions and goes further: it degrades in contact with the aquatic environment, a new frontier in the fight against marine litter.

The institutional representation of the day came from Joan Piquer, general director of climate change and environmental quality of the Generalitat Valenciana, who explained that the new European strategy also raises the need to rethink and improve the functioning of the value chain and promotes greater cooperation among all those involved, from producers to waste pickers, marketers and consumers.

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