



Reclay Group
Sustainability calls for pioneers

Press kit

Facts and figures

- Owner-operated, medium-sized company
- Founded in 2002
- 171 million euros sales (2016)
- 12 sites worldwide
- 220 employees
- Works for over 3,000 clients from industry, trade and commerce as well as governments and organisations
- Operator of the dual system *Redual*
- Certified in accordance with DIN EN ISO 9001:2008 and DIN EN ISO 14001:2004

Company portrait

The Reclay Group is an international recycling and waste management service provider. With a workforce of 220 employees based at 12 locations worldwide, the medium-sized, owner-led group helps over 3000 customers from industry, trade and commerce achieve their environmental goals and fulfil their product responsibility. The Reclay Group develops individual take-back and recycling schemes for different types of waste such as packaging, waste of electrical and electronic equipment (WEEE) or used batteries and advises companies and governments on establishing waste management systems. The group also manages the processing and use of recycled materials, thus supplying the economy with important secondary raw materials. Specialist subsidiaries cover the entire value chain of waste management and recycling – with the aim of keeping recyclable materials in a closed loop system for as long as possible. The group was founded in 2002 by principal shareholders Martin Schürmann and Raffael A. Fruscio. In the 2016 financial year, the Reclay Group generated sales of 171 million euro.

Fields of activity and companies

Martin Schürmann and Raffael A. Fruscio laid the foundation stone for the current corporate group by founding Reclay GmbH in 2002. At the beginning, the focus lay on pure consulting for manufacturers and people who bring packaging into circulation in terms of fulfilling and optimising their disposal obligations. Since then, the Reclay Group has expanded an ever more comprehensive range of services against the backdrop of amendments to the Packaging Ordinance, the creation of the market for dual systems, and the increasing international demand for recycling systems. This resulted in specialised subsidiaries in the years that followed.

Today, all of the products and services are bundled together under the Reclay Group umbrella brand. The corporate group offers a varied portfolio from one source: from comprehensive consulting services and collection and recycling systems through to the processing and recycling of secondary raw materials. The corporate group does not include any waste disposal companies, so it can act flexibly and independently on the market.

Reclay GmbH

Since 2002, Reclay GmbH has been advising manufacturers and packaging circulators on all matters relating to waste law. As a full-service provider, it supports companies along the entire value creation chain and develops individual solutions relating to the return and recycling of packaging as well as batteries and electric and electronic devices (WEEE).

Reclay Systems GmbH

Reclay Systems GmbH operates both of the Reclay Group's independent dual system Redual, which has become established nationwide. The company offers the comprehensive return and recycling of sales and transport packaging in accordance with the Packaging Ordinance.

Reclay Materials GmbH

Reclay Materials GmbH is operating in the field of sustainable waste and resource management world-wide. The recycling of plastic waste and recycled materials, delivery of high-quality and specific recyclate, grist and upstream products for industry as well as the optimization of the resource management of companies are its core competences. Furthermore, Reclay Materials develops and implements custom-tailored waste management systems for governments, cities and municipalities as well as collection concepts and recycling plants.

Reclay Österreich GmbH

Reclay Österreich GmbH has been offering extensive services for manufacturers and packaging circulators in Austria since 2010. Based in Vienna, the company has helped manufacturers and distributors establish efficient return and recycling schemes for packaging that meet the legal requirements. In addition, the company's product portfolio also includes optimisation of company waste management systems, project and data management services as well as professional compliance checks and workshops.

Reclay UFH GmbH

Reclay UFH GmbH is among the leading collection and recycling systems for packaging in Austria. The company was created in 2010 out of a partnership between the Reclay Group and Austria's Umweltforum Haushalt (UFH). Reclay UFH assumes the return and recycling obligations for packaging for companies in accordance with the Austrian Packaging Ordinance and offers individual licensing solutions.



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Reclay Česká republika, s.r.o.

Reclay Česká republika (formerly Tanzer Consulting, s.r.o.) is an international consulting company that specialises in the fields of environmental, packaging and waste disposal management. The company was founded in Brno in 2004 and supports companies, cities and local authorities throughout the country in fulfilling their obligations under waste disposal law. For example, Reclay Česká republika advises on the optimisation of packaging and licensing costs, in all legal matters and develops individual waste disposal solutions.

Reclay Slovensko, s.r.o.

Reclay Slovensko (formerly Tanzer Consulting Slovakia, s.r.o) was founded in Bratislava in 2004 and has since been advising companies and organisations in the field of environmental and waste management. The consulting company offers manufacturers and packaging circulators in Slovakia many services for efficient and legally secure waste management and recycling, such as compliance checks, the weighing of packaging and the creation of reports, as well as accompaniment during external inspections. What's more, Reclay Slovensko regularly holds training courses and specialist events, such as the 'Waste Management Day' and the awarding of the 'Golden Ant'.

Reclay Materials, d.o.o.

Reclay Materials d.o.o. is a corporation responsible for plastic recovery in Slovenia. The company carries out plastic exports from Southeast Europe. Its focus is on providing clients from trade and industry with sustainable and custom-tailored secondary raw materials at highest standard.

Reclay StewardEdge

The environmental consulting company Reclay StewardEdge is a leader in the fields of packaging recycling and extended producer responsibility (EPR) on the North American market. For instance, Reclay StewardEdge developed the first return system for packaging and printed materials in Ontario. The consulting company has been part of the Reclay Group since 2012 and develops return solutions for residential areas and public areas such as stores with different waste management structures. At present, Reclay StewardEdge is supervising a return system for used drinks packaging in Manitoba on behalf of the Canadian beverage industry.

Valorie SAS

Valorie SAS is a French consulting firm that advises manufacturers, bottlers and importers of packaging on their take-back obligations in France and on options for optimising their packaging messages. The Reclay Group has held a majority of shares in Valorie since 2014. With the campaign *Mission NEO 2017*, the company is currently getting involved in liberalising the previously monopolised market for packaging return in France.

Reclay Chile SpA

By founding Reclay Chile SpA in July 2015, the Reclay Group now also offers its consulting services in South America. The company accompanies the Chilean government in the introduction of legislation on extended producer responsibility (EPR) and advises companies and other stakeholders in the fulfilment of the resulting legal obligations for taking back and disposing of packaging waste.



Legal background

With the regulation on the prevention and recycling of packaging waste (Packaging Ordinance) from 12 June 1991 (BGBl. I, 1234), the responsibility for the disposal of packaging was placed in the hands of manufacturers and distributors. In the process, product responsibility was introduced extensively in Germany for the first time for an area of waste law on the basis of section 14 paragraph 2 clause 3 No. 1,2 and 3 of the Waste Management Act from 27 August 1986 (BGBl. I, 1410).

At the time the Packaging Ordinance was issued, annual packaging use was around 15.3 million tonnes. The use of disposable packaging alone came to around 13.1 million tonnes. Due to the short service life of packaging, particularly for disposable packaging, this packaging waste represented a significant proportion of the total waste accumulation. This presented the German government with the problem that landfill capacities in the Federal Republic of Germany at that time in many regions would only be available for another two to five years. Waste burning plants and new landfill sites were not designated to the required extent to continue to dispose of the quantities of waste being generated in the future. Making up around 50% of volume and 30% of weight, packaging waste is the most common type of domestic waste and commercial waste similar to domestic waste. To this extent, corresponding measures in the packaging field took particular priority to combat serious disposal bottlenecks.

The key elements of the product responsibility introduced with the Packaging Ordinance are comprehensive take-back, recovery and deposit obligations for manufacturers and distributors. In accordance with the Packaging Ordinance, any company that puts packaging into circulation in the Federal Republic of Germany must take this back free of charge and recover it after use. To fulfil these requirements, section 6 paragraph 1 clause 1 of the Packaging Ordinance impose on these so-called initial circulators of sales packaging that accumulates with the private end consumer an obligation to participate in the disposal and recycling system approved for this purpose in accordance with section 6 paragraph 3 of the Packaging Ordinance (called a dual system). This obligation to participate is waived upon participation in what is known as an industry solution in accordance with section 6 paragraph 2 of the Packaging Ordinance. As part of an industry solution, the fulfilment of the obligations under packaging law is undertaken by a so-called third party in accordance with section 11 of the Packaging Ordinance, which organises at certain points of origin – primarily small businesses – a separate collection and recycling of the packaging. What's more, those who circulate sales packaging with more than 80,000 kg/a glass or more than 50,000 kg/a paper/card/cardboard or more than 30,000 kg/a aluminium/tinplate/plastics/composites, in accordance with section 10 of the Packaging Ordinance, annually on 1 May of each year must submit a statement with their packaging data for the previous calendar year to the Association of German Chambers of Commerce and Industry DIHK (called the letter of representation).

Since national regulations were agreed in certain European states (e.g. France, Belgium, Austria) for the prevention and recycling of packaging waste, the European Union has strived for harmonisation with a binding overall solution in the field of packaging. As a result, on 20 December 1994 the European Directive on Packaging and Packaging Waste (Directive 94/62/EC) came into effect, amended by Regulation (EC) No 1882/2003. The main aims are to prevent and reduce the environmental effects of packaging and packaging waste. The directive lays down content and conditions that all European Union member states must transpose into national law. Consequently, each member state must take the necessary measures for establishing take-back, collection and recovery systems for used packaging.



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A further basis for the European harmonisation of waste and packaging disposal is formed by the directive on waste (2008/98/EC)(Waste Framework Directive) of the European Community, which came into force on 12 December 2008. This sets the legal framework for the waste legislation of the member states and had to be implemented into national law by 12 December 2010. The Waste Framework Directive set down the following new, five-stage waste hierarchy in the field of waste avoidance and waste management that specifies for the member states a sequence of priority for the measures to be implemented nationally:

- ✓ Prevention
- ✓ Preparation for recycling
- ✓ Other recovery (such as energy recovery)
- ✓ Disposal