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Media Alert

**Berry Boosts PCR PE Plastic Use by 36%, Strengthening its Circularity Commitment**

**15th November 2024 -** Berry Global’s European Flexibles division has reported a significant 36% year-on-year increase in the use of post-consumer recycled (PCR) polyethylene (PE) across its industrial, consumer (non-contact sensitive), and agricultural film products. This achievement reflects Berry’s dedication to driving sustainable packaging solutions and helping customers meet their environmental goals.

The steady growth in the use of recycled content, a trend that has continued since 2021, demonstrates Berry’s proactive approach and commitment to sustainability. Berry Global has set a goal to use 30% circular plastics across its FMCG packaging products by 2030. Berry’s target aligns with its participation in global sustainability initiatives, such as the Ellen MacArthur Foundation’s circular economy targets.

Berry has incorporated the additional 4,386 tonnes of PCR content into a variety of their flexible film products. This includes primary packaging applications such as Form-Fill-Seal and Heavy-Duty Sacks used in construction and chemical industries and Single-Wound-Sheet for horticulture, peat and insulation products. The recycled content is also used in secondary and tertiary packaging, such as collation shrink films for the food and beverage sector as well as stretch wrap and stretch hood pallet protection films for logistics and transportation. Additionally, Berry have begun to incorporate the recyclate into agricultural stretch wrap, supporting sustainable practices across multiple industries.

“Our technical expertise in integrating recycled plastics, supported by substantial investments in our advanced recycling facilities in Steinfeld, Germany and Heanor, UK, has allowed us to produce packaging solutions with increasing levels of recycled content – without compromising on performance,” said Tony Nawar, VP and General Manager of Berry’s European Flexibles Packaging Business.

“As sustainability continues to shape the new packaging landscape, we are proud to work with our customers to deliver high-performance solutions that strike the balance between sustainability and functionality,” Tony added.

Importantly, Berry Global also reassures its customers of the integrity of its recycled content claims by securing RecyClass certification across many of its products. This independent, third-party verification provides full traceability of the recycled materials used, ensuring transparency and trust in the company’s sustainability efforts.

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**About Berry**

At Berry Global Group, Inc. (NYSE: BERY), we create innovative packaging solutions that we believe make life better for people and the planet. We do this every day by leveraging our unmatched global capabilities, sustainability leadership, and deep innovation expertise to serve customers of all sizes around the world. Harnessing the strength in our diversity and industry-leading talent of over 40,000 global employees across more than 250 locations, we partner with customers to develop, design, and manufacture innovative products with an eye toward the circular economy. The challenges we solve and the innovations we pioneer benefit our customers at every stage of their journey. For more information, visit our[website](https://www.berryglobal.com/en/), or connect with us on [LinkedIn](https://www.linkedin.com/company/berryglobal)