

Press release - for immediate publication

## **WEILBURGER Graphics GmbH relies on reconditioned packaging**

### **Further savings of more than 2,000 tonnes of CO<sub>2</sub> per year certified**

Gerhardshofen, 01<sup>st</sup> August 2022 – WEILBURGER Graphics GmbH, an internationally active manufacturer of varnishes, inks and adhesives for the graphics industry based in Gerhardshofen, Germany, has for some years now been increasingly relying on the use of reconditioned drums and containers for the transport of its products in order to further reduce climate-damaging CO<sub>2</sub> emissions. The company uses packaging solutions from *Bayern-Fass Rekonditionierungs GmbH*. In 2021, the company was able to reduce the CO<sub>2</sub> emissions resulting from its operational business by 2,199,958 kg using reconditioned packaging from the supplier *Bayern-Fass* alone, according to the study *"Life Cycle Assessment of Newly Manufactured and Reconditioned Industrial Packaging"* conducted in 2015 by *Ernst & Young* on behalf of the *Reusable Industrial Packaging Association*, USA.

Industrial *Intermediate Bulk Containers* (IBC - 1,000 kg) and barrels (150 kg) with a high proportion of *Post-Consumer Recycled materials (PCR)*, i.e. recycled plastics, are used here. Both the IBCs and the barrels have a multi-layer wall structure. The inner walls are always made of virgin plastics to prevent migration to the contents. The outer walls are then made of PCR. In this way, the use of PCR plastics can be increased to at least 30% per package without any risk of contamination for the company's varnishes, inks and adhesives. This is especially important because a large part of the company's extensive product portfolio is also used in the food industry and is thus subject to the strictest legal requirements.

Arno Dürr, Sales Manager of WEILBURGER Graphics GmbH on the subject: *"Today we are absolutely thrilled about the quantities of CO<sub>2</sub> we can save in our operative business over the course of the year by using our reconditioned packaging and are now fully behind this concept. We are now looking to expand the proportion of PCR-based containers and drums to 100%."*

However, this enthusiasm was not noticeable from the beginning, admits Arno Dürr: *"Admittedly, there were not only positive opinions about the use of these PCR packagings in our team at first. The reason for this is easily explained: due to the high proportion of recycled plastics, these reconditioned containers can often be distinguished from standard containers with the naked eye. This is particularly noticeable in the case of our IBC containers, as their colour differs from the usual pure white containers and they appear somewhat greener, yellower or brownish in direct comparison. Our fear when we introduced this PCR packaging was that our customers would conclude that the unusual appearance of our containers meant that the quality of our products was poor. Yellowing is a horror scenario, especially for products in the graphic arts industry, and clearly a reason for buyers to complain. At the beginning,*

*nobody could imagine that this yellowish appearance came from the outer blister of the containers and not from the contents."*

*"In fact, shortly after delivery, we received complaints from customers where the containers did not pass the quality control at the incoming goods department, just as we had feared. This unfamiliar appearance was too new and unfamiliar for our customers." Bastian Pinsenschaum, Head of Technical Service and Product Management at WEILBURGER Graphics GmbH, adds with a twinkle in his eye and continues: "As expected, we first had to do a lot of educational work when introducing the new PCR packaging materials and convince our customers that we are using these new containers for environmental reasons and not because we had run out of pure white containers or because we actually had a quality problem."*

Arno Dürr concludes: *"Today, about three years after the delivery of our first PCR packaging, this is of course no longer an issue. Thanks to our extensive educational work, customers have become accustomed to the fact that our new containers look a little greener or more yellowish, but that they are also the better choice in their eyes compared to the pure white containers made of virgin plastics that we used exclusively in the past. At the latest after seeing our CO<sub>2</sub> reduction statistics, all our customers are then absolutely thrilled and welcome the fact that they can ultimately incorporate this data into their own operational CO<sub>2</sub> footprint."*

The company has been continuously investing in environmental protection measures for many years and has been able to drastically improve its environmental footprint as a result. Since 2020, WEILBURGER Graphics GmbH has also been offsetting its remaining CO<sub>2</sub> emissions resulting from its operating business as a Climate Partner ([www.ClimatePartner.com/14543-2007-1001](http://www.ClimatePartner.com/14543-2007-1001)) and has since been considered a climate-neutral company. Indirect emissions occurring outside the company, such as from the production of raw materials and precursors, external logistics, and the use and disposal of products or other processes, are not subject to climate neutrality.

**Further information: [www.weilburger.com](http://www.weilburger.com), [www.bayern-fass.de](http://www.bayern-fass.de)**

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**Press photos:****Caption:**

Eight times the same SENOLITH® WB GLOSS COATING FP 350408 from the same production batch - on the left four times in the conventional IBCs and on the right four times in the new, environmentally friendly, as reconditioned PCR IBCs.

**BAYERN  
FASS** GRUPPE

**UMWELT-ZERTIFIKAT  
CO<sub>2</sub>-EINSPARUNG**

Weilburger Graphics GmbH  
hat 2021 durch den Einsatz von rekonditionierten Verpackungen

**2.199.958 kg**

CO<sub>2</sub> gegenüber der Verwendung  
von Neuware eingespart \*

 20.608 Stk. Entspricht **2.127 t** CO<sub>2</sub>

 5.943 Stk. Entspricht **73 t** CO<sub>2</sub>

 0 Stk. Entspricht **0 t** CO<sub>2</sub>



1 Tonne CO<sub>2</sub> entspricht in etwa einem Flug von München nach Dubai. (Quelle: www.atmosfair.de)  
Um diese Menge zu neutralisieren müsste man 90 Bäume pro Jahr pflanzen. (Quelle: www.friesland-klimaschutz.de)

\* Auf Grundlage der „Life Cycle Assessment of Newly Manufactured and Reconditioned Industrial Packaging“ (2015) erhoben von Ernst & Young i.A. der Reusable Industrial Packaging Association, USA

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**Caption:**

Environmental certificate from *Bayern-Fass Rekonditionierungs GmbH* for *WEILBURGER Graphics GmbH* on the saving of a calculated 2,199,958 kg of CO<sub>2</sub> in 2021 through the use of this supplier's packaging alone.

**People:**



**Caption:** Günter Korbacher - Managing Director of WEILBURGER Graphics GmbH



**Caption:** Arno Dürr - Sales Manager of WEILBURGER Graphics GmbH



**Caption:** Bastian Pinsenschaum - Head of Technical Service and Product Management at WEILBURGER Graphics

GmbH



**Caption:** Logo WEILBURGER Graphics GmbH

**PrintCity** | Alliance Member

**Caption:** PrintCity | Alliance Member



**Caption:** ClimatePartner logo

**Worldwide.**

**Nearby.**

**On Top.**

Weilburger is one of the most important developers and manufacturers of functional coatings and lacquers for industrial and consumer goods plus special coatings for the graphics industry. Weilburger coating solutions create values and convincing product benefits everywhere, worldwide and in all industrial sectors. They preserve and protect, enhance functions and embellish your products. They give your products an unmistakable look and feel. They work on metals, plastics, wood and foil and also on glass, ceramics, paper and cardboard. ►Weilburger functional coatings and lacquers create surfaces which are precisely what people worldwide are looking for.

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