

## Press release

### Global Recycling Day (March 18): Greiner is focusing on circular economy across the Group

- All three divisions (Greiner Packaging, Greiner Bio-One and NEVEON) are working on circular solutions
- The aim is to increase the volume of recycled materials steadily and promote circular business models
- To achieve this, Greiner concentrates on "Design for Recycling" and innovative partnerships

**Vienna/Kremsmünster, March 13, 2025.** For the plastics and foam company Greiner, the future lies in circular economy. All three divisions - Greiner Packaging, Greiner Bio-One and NEVEON - of the globally active Group of companies are working extensively on recyclable products and solutions. Despite numerous challenges in individual markets, one thing is clear to Greiner: the future is circular. In this context, circular means there is no more waste. Recycling plays a major role in this because it is an established way of keeping materials in the circle.

#### "Design for Recycling" is the guiding principle for all divisions

The idea of recycling was born at the Greiner family business in 1880, when company founder Carl Albert Greiner made firelighters from cork production rejects. Today, all three divisions are focusing on the "Design for Recycling" topic in product development and constantly taking steps towards resource-saving production processes. In addition, start-up hub Greiner Innoventures is always looking for innovative ideas for circular business models, as shown by recent investments in start-ups such as [MATR](#) and [Movopack](#).

#### Three divisions – one goal: a circular economy

The packaging division **Greiner Packaging**, for example, relies on self-separating cardboard-plastic combinations and reusable solutions. A milestone in the company's history was purchasing a recycling plant in Serbia in 2022. This ensures that Greiner Packaging has access to recycled materials and can reduce the use of virgin plastic.

"Greiner Packaging's philosophy is based on three pillars: Reduce, Reuse, Recycle. Recycling does not stand in isolation, but is complemented by measures to reduce material use and promote reusable solutions. Recycling assures that plastic packaging does not become waste, but is

preserved as a valuable resource," explains **Konrad Wasserbauer, Global Director Circular Economy & Sustainability at Greiner Packaging.**

The medical technology division **Greiner Bio-One** is also working hard to make medical products recyclable in the context of regulatory compliance and patient safety. One example is reusing clean polystyrene waste at the Rainbach (Upper Austria) and Mosonmagyaróvár (Hungary) sites. This is regranulated and reused in production.

"Recycling reduces the need for new resources as well as the environmental impact. Disposable medical products generate a great deal of waste, which is often burned after use. That is why we are dealing with this topic intensively," explains **Nermina Cuzovic, Global Sustainability Expert at Greiner Bio-One.**

The foam division **NEVEON** is working extensively on reducing the ecological footprint of its products and relying on renewable raw materials. Furthermore, NEVEON recently founded joint venture [LOOP-it](#), Austria's first mattress recycling company, with waste management company BRANTNER green solutions.

"There is currently no infrastructure for recycling mattresses in Austria due to lack of legislation. At NEVEON we are nevertheless dealing with this topic to save mattresses from being burned," explains **Carolin-Luise Picht, Sustainability Transformation Manager at NEVEON.**

### **For Greiner, every day is Global Recycling Day**

Global Recycling Day was officially recognized by the United Nations in 2018 to show how recycling helps reduce CO<sub>2</sub> emissions, conserves natural resources and protects the environment. Most Greiner's emissions are around materials used - such as plastic granules and chemicals - as well as product disposal. Projects mentioned show there are many ways to specifically promote circular economy. Greiner is aware this is only the beginning.

Moreover, to achieve complete circular economy, all partners along the value chain must work together: This includes manufacturing companies as well as the legislature, retailers, consumers and waste disposal companies. Even though a functioning circular economy is complex, Greiner is determined to make the necessary contribution.

**Press photos:**



Konrad Wasserbauer, Global Director Circular Economy & Sustainability at Greiner Packaging.



Nermina Cuzovic, Expert Global Sustainability at Greiner Bio-One.



Carolin-Luise Picht, Sustainability Transformation Manager at NEVEON.

All photos for download: [LINK](#) © Greiner

More press photos of the Group: [LINK](#)

**About Greiner**

Greiner, based in Kremsmünster (Austria), is a global leader in plastics and foam solutions. With its three operating divisions Greiner Packaging, NEVEON, and Greiner Bio-One, the company is active in a wide range of industrial sectors. Established in 1868, the group of companies is currently one of the leading foam producers and plastics processors for the packaging, mattress, furniture and sports industries, as well as for the mobility sector, medical technology and the pharmaceutical sector. Greiner generated sales of EUR 2.12 billion in the 2023 financial year and employed over 10,500 employees at 118 locations in 33 countries. The Board of Directors consists of Saori Dubourg (CEO Greiner AG) and Hannes Moser (CFO Greiner AG). [www.greiner.com](http://www.greiner.com)

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