

It reads circular economy, but it translates to love for the planet. Relicyc's pioneering role in the Certified Recycled Plastic® blockchain programme

Circular economy is currently the only viable approach to environmental protection. As opposed to the classical linear model, **circular economy is regenerative: it recovers and reuses materials, minimising squandering and waste**. It therefore goes without saying that transforming the environment into an opportunity for development is **the mission being pursued by Relicyc**, a unique company that — with **over 40 years of experience** in the management of end-of-use pallets, i.e. from their reuse to their reintroduction into the market — acts as a reliable reference point for the creation of a new “environmental efficiency” through the recovery of plastic and wood materials.

According to a modern “business system” viewpoint, Relicyc builds on the ideas of customers and suppliers to outline shared objectives such as product functionality, logistics efficiency, service reliability and gentle approach towards the environment, always with an eye on circular economy in its many facets, especially when there is the possibility of creating a closed cycle consisting of end-of-life product withdrawal and supply of the same product, new, created with the same material, recycled and printed.

As one of the most experienced players in the industry, it is the only company to guarantee a **complete supply chain starting with product design, continuing with delivery to customer and ending with product withdrawal at the end of its life cycle**. The closed cycle deployed by Relicyc overcomes the problem related to landfill disposal because it uses recycled packaging waste as raw material for the production of new packaging, as part of a potentially infinite cycle. Specifically, **Relicyc collects post-consumer pallets directly from supermarkets, fruit and vegetable markets** and other industries, brings them to its factory where they are milled and the resulting secondary raw material is sent to the moulding of the new pallet without the addition of any additives.

A pioneer in the industry, **Relicyc was indeed the first company to adopt the Blockchain technology of the Certified Recycled Plastic® technology programme**, a state-of-the-art tool created by **PlasticFinder®** to track plastic resources unalterably and verifiably along the entire recycling chain. The strength of Certified Recycled Plastic® lies in the **blockchain technology, which allows material-related information to be collected on a batch by batch basis** according to the level of the value chain. In this connection, it should be noted that the service ensures physical, contractual, logistical, financial, environmental and IT traceability of the plastic material used in Logypal pallets, certifying their transactions in a unique, unalterable and verifiable manner. A strategic agreement that will allow Relicyc to disclose the information tracked through **unique QR codes**. When placed on individual batches, they will allow the characteristics and origin of the recycled plastic material to be verified, **tracking over 3.5 million kg of plastic that Relicyc grinds each year**, with the goal of reaching 5 million by 2025.

By being the first to subscribe to and promote this innovative programme, previewed at Green Logistics Expo 2022, the International Exhibition of Sustainable Logistics held at the Fiera di Padova, Italy, **Relicyc sets out to make a transparent choice** to assure its suppliers, customers and consumers, offering recycling data that can be verified by anyone, anywhere in the world.

*“With the new directive on 'Green Claims' under discussion in the European Parliament” – says **Riccardo Parrini, CEO of PlasticFinder®** – “businesses will soon have to find a solution that makes environmental product declarations verifiable at all times. Thanks to Certified Recycled Plastic®, Relicyc will arrive prepared for this goal,*

demonstrating once again its commitment to sustainability and circularity”.

“We have been committed to this goal for a long time and are now very close to achieving it, thanks to the **valuable collaboration with PlasticFinder**, the company that **launched the Certified Recycled Plastic®** technology programme. This tool, which marks a key step for the industry, **can also be used by all certification and control bodies** to verify, unmistakably, disclosures by companies that use recycled materials – **explains Relicyc CEO Alessandro Minuzzo**. This additional milestone allows to continue to develop a specific, unique, exclusive and circular system because, whichever way you approach it, it efficiently transforms the use and recovery of plastic pallets into the starting point of a collaboration scheme designed to walk businesses through a sustainability path.”

Who is Relicyc

With more than 40 years of experience in the industry, Relicyc is an active player in the recycling of plastics and wood and has a long history in the complete management of end-of-life pallet material, from its recovery to its reintroduction into the market, guaranteeing high production standards, high quality and flawless service thanks to a solid, flexible and constantly evolving organisation.

By offering both wood and plastic, the company is able to extend a thorough and highly professional offer. The agile and innovative approach makes it possible to respond quickly to market changes and to support the businesses in their evolution process.

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