



Media Kit:

A Guide to EPS Solutions



2024

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Welcome Message from Ingrid Morin, Communications Manager at EUMEPS

Dear Readers,

It is with great pleasure that I introduce you to our latest Media Kit, a guide designed to illuminate the role of Expanded Polystyrene (EPS) in driving forward the European Union's environmental and sustainability agendas. As the Communications Manager at EUMEPS, I am privileged to witness firsthand the innovative strides our industry is making towards achieving a more sustainable and climate-neutral Europe.

EUMEPS, representing the voice of the European EPS industry, is at the forefront of advocating for and implementing solutions that not only meet the EU's stringent environmental objectives but also propel us towards a circular economy. Our dedication to enhancing the sustainability credentials of EPS is unwavering, as we continually strive to demonstrate its irreplaceable role in packaging, construction, and insulation applications.

In this Media Kit, we aim to showcase the versatility, efficiency, and environmental benefits of EPS, underpinned by our commitment to innovation, circularity, and excellence. You will find detailed insights into our products, the cutting-edge technologies we are developing, and our contributions to environmental stewardship. Furthermore, we highlight successful case studies, demonstrating the real-world impact and potential of EPS in various sectors.

As we navigate the complexities of the 21st century, the importance of sustainable materials and practices has never been more evident. Through collaboration, innovation, and a shared vision for a greener future, EUMEPS and its members are dedicated to making significant contributions to the EU's Green Deal goals. We believe in the power of EPS to make a difference, and we are excited to share our journey with you.

I invite you to explore the contents of this Media Kit to better understand how EUMEPS and EPS are contributing to a more sustainable, efficient, and innovative Europe. Should you have any inquiries or require further information, our team is always available to engage in meaningful discussions and collaborations.

Together, let's shape a sustainable future with EPS.

Warm regards,



Ingrid Morin
Communications Manager, EUMEPS



1. About EUMEPS

EUMEPS, the unified European voice of the Expanded Polystyrene (EPS) industry, is the premier advocate for EPS solutions. Representing every link of the EPS value chain, from large companies to SMEs, we are committed to fulfilling European environmental objectives. Through our 23 national associations and numerous recycling initiatives, we strive to elevate the circularity of our industry.

As a contributor to making Europe climate-neutral and resource-efficient, we showcase EPS as a smart choice in packaging and insulation. Stand by us in building a more resilient and sustainable tomorrow. www.eumeps.eu.

Overview of EUMEPS: History, Mission, and Role in the EPS Industry

EUMEPS stands as the unified European voice for the Expanded Polystyrene (EPS) industry, championing EPS solutions across the continent since its inception in 1994. With a membership that spans the complete EPS value chain, from raw material suppliers to recyclers, EUMEPS embodies a diverse and dynamic community committed to advancing sustainable practices within the industry. This broad representation ensures that both large corporations and small- and medium-sized enterprises are equally supported, fostering innovation and technological advancement.

At its core, EUMEPS is dedicated to promoting EPS as a sustainable material and irreplaceable solution, essential for insulation and packaging, emphasising its unique qualities such as being composed of only 2% of raw material, which offers unparalleled insulating and protective properties. The association is actively engaged in increasing EPS recycling across Europe, advocating for recycling technologies and circular economy initiatives that enhance the material's sustainability credentials. EUMEPS's mission is deeply aligned with the European Union's goals for climate neutrality and resource efficiency, making it a key player in the transition towards a more sustainable future.



Vision for the Future: EUMEPS's Perspective on EPS and EU Environmental Goals

Looking ahead, EUMEPS envisions a future where EPS plays a pivotal role in Europe's journey towards climate neutrality and a circular economy. Recognising the environmental challenges of our times, including climate change, EUMEPS is committed to leveraging EPS's unique properties to contribute to a more sustainable and resource-efficient world. The association's vision encompasses:

- **Enhanced Sustainability:** EUMEPS believes that EPS, with its exceptional insulating properties, lightweight nature, and recyclability, is instrumental in reducing energy consumption and CO2 emissions in the construction and packaging sectors. By continuously improving the ecological performance of EPS, EUMEPS aims to demonstrate the material's vital role in achieving energy efficiency and waste reduction goals.
- **Circular Economy Leadership:** Through collaborative efforts with partners in the Circular Plastics Alliance and innovative recycling projects, EUMEPS is at the forefront of driving circularity within the EPS industry. The association is dedicated to increasing recycling rates, developing new recycling technologies, and ensuring that EPS becomes a leading example of circular material use in Europe.
- **Advocacy for Supportive Policies:** EUMEPS advocates for fact-based legislation and policies that recognise the benefits of EPS and support sustainable business models. By engaging with EU institutions and member states, EUMEPS seeks to ensure a regulatory environment that facilitates the circular economy and climate change mitigation efforts.
- **Educational and Awareness Initiatives:** Understanding the need for widespread awareness about EPS's recyclability and environmental benefits, EUMEPS is committed to educating stakeholders and the public. Through awareness campaigns and educational materials, the association aims to shift perceptions and highlight EPS as a solution provider for sustainability challenges.

In conclusion, EUMEPS's vision for the future of EPS is one where the material's unique characteristics are fully utilised to meet Europe's environmental objectives, making EPS an indispensable component in the quest for a climate-neutral and circular economy. EUMEPS is poised to lead the EPS industry towards a more sustainable and resilient tomorrow through innovation, advocacy, and collaboration.



2. The Critical Role of EPS in Europe: Our Products and Solutions

Expanded Polystyrene (EPS) is a versatile material crucial for various applications across multiple industries in Europe. Here are some of the key products and their uses:



70% of produced EPS is utilised in the construction sector.

Insulation: EPS is extensively used in the construction industry for its superior thermal insulation properties. It helps in reducing energy consumption by maintaining stable indoor temperatures, significantly contributing to energy efficiency and sustainability. EPS insulation is durable, cost-effective, and easy to install, providing long-term benefits for building performance. Notably,



collected to prevent landfilling, with recycling rates reaching 90% in many European countries such as Norway, Denmark, Greece, and the Netherlands.

Packaging: EPS is an ideal material for packaging due to its lightweight nature, cushioning properties, and exceptional thermal insulation. It is used to protect sensitive items such as electronics, pharmaceuticals, and food products during transit. The ability of EPS to maintain temperature and prevent damage ensures the safe delivery of goods, thereby reducing waste and preserving product integrity. In 2019, 372 kt of EPS packaging waste was



Life-Saving Applications: EPS plays a vital role in life-saving equipment, including bike helmets, car seats, and life jackets, due to its impact resistance and durability. Additionally, EPS is used in medical packaging for the safe transportation of vaccines, pharmaceuticals, and donated organs, ensuring they remain at the required temperatures and are protected from physical damage.

3. Circular Economy Leadership: EUMEPS's Pioneering Initiatives

RecoTrace®: RecoTrace® is a multi-polymer online data collection system designed to record and monitor data on plastics recycling tonnages and recycled material use across Europe. EUMEPS's involvement in RecoTrace® underscores our dedication to leveraging advanced technology for better resource management and supporting the EU's goal of achieving a circular economy. Through this initiative, we ensure that EPS waste streams are accurately reported and improved, promoting transparency and efficiency in recycling practices across the EPS industry.

Créa-Styr: Créa-STYR is an initiative of EUMEPS and ELIPSO to develop the recycling of expanded styrenic materials in France. The aim is to collect and recycle 100% of EPS packaging (wedges, tide boxes, etc.). In collaborating with multiple partners, the Créa-Styr Initiative aims to ensure that EPS waste is efficiently collected, processed, and reintegrated into the production cycle. This initiative highlights the collective efforts within France to enhance the sustainability of EPS products and aligns with broader European environmental objectives.

By supporting Créa-Styr, EUMEPS is fostering innovation that significantly reduces the environmental footprint of EPS and promotes sustainable production practices. This initiative is a testament to our commitment to closing the loop in EPS manufacturing and recycling processes.

Operation Clean Sweep (OCS): Operation Clean Sweep (OCS) is a vital program aimed at preventing the loss of plastic granules, including EPS beads, into the environment. EUMEPS actively promotes and implements OCS principles across the EPS value chain to mitigate pollution and enhance environmental protection. By mandating OCS adherence for our members and establishing rigorous standards for pellet and bead management, EUMEPS ensures that the EPS industry contributes to cleaner production and waste management practices.



4. Environmental Impact and Sustainability

Expanded Polystyrene is not only a versatile and durable material but also a key contributor to sustainability efforts across Europe. Through innovative recycling initiatives, improved manufacturing processes, and its inherent material properties, EPS plays a significant role in reducing environmental impact.

Building & Construction

Energy Efficiency:

- **Insulation:** EPS insulation significantly reduces energy consumption in buildings by maintaining stable indoor temperatures. This leads to lower heating and cooling requirements, which translates to reduced CO2 emissions.

Resource Efficiency:

- **Material Composition:** EPS is composed of 98% air and only 2% polystyrene, making it an extremely resource-efficient material. This unique composition minimizes the use of raw materials and reduces overall environmental impact.

Waste Management and Recycling:

- **EPS Construction Waste:** In 2021, 135 kt of EPS construction waste was collected, showcasing the industry's commitment to sustainable waste management practices.
- **Recycling Rates:** According to the Conversio study (2019), 30% of EPS waste is recycled across Europe.

Meeting EU Energy Goals:

- With 75% of EU buildings not energy efficient and only 1% being renovated to higher standards, insulation is crucial for reducing heating and cooling needs and lowering greenhouse gas emissions. The EPS industry is dedicated to meeting these goals through the increased use of EPS insulation.

Packaging and Home Appliances

Resource Efficiency:

- **Lightweight:** The lightweight nature of EPS reduces fuel consumption and emissions during transportation, making it an eco-friendly choice for packaging and shipping.

Waste Management and Recycling:

- **EPS Packaging Waste:** In 2021, 372 kt of EPS packaging waste was collected to prevent landfilling.



- **High Recycling Rates:** EPS packaging is recycled at high rates, reaching up to 90% in countries like Norway, Denmark, Greece, and the Netherlands. Specifically, the recycling rate of EPS fish boxes is 90% as per the Conversio study (2021).

Recognized Recyclability:

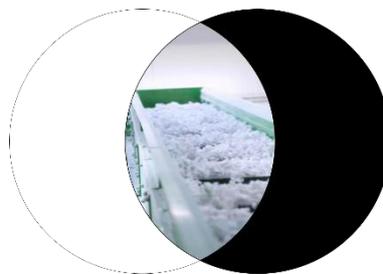
- **Ellen MacArthur Foundation:** On 30 March 2023, the Ellen MacArthur Foundation published its “Plastic Initiative 2023 Recycling Rate Survey,” which acknowledged that EPS for insulated and protective packaging is recycled at “scale and in practice” across the world. This recognition validates the recyclability of EPS transport packaging globally.
- **Global Impact:** The EPS post-consumer packaging recycling rate is approximately 40% in the EU, exceeding 30% in North America, and above 50% in Japan, China, and South Korea. In Europe, countries like Norway, Denmark, Portugal, Belgium, Austria, and Ireland report recycling rates above 50%.

Future Goals

- **Increase Recycling Rates:** EUMEPS aims to continuously improve recycling rates for EPS across Europe through innovative technologies and collaborative efforts.
- **Enhance Circular Economy:** By supporting initiatives that promote the circular economy, EUMEPS is dedicated to making EPS a model material for sustainability and resource efficiency.
- **Advocate for Sustainable Policies:** EUMEPS works with EU institutions and member states to advocate for policies that support sustainable business models and environmental protection.

Educational Efforts:

- **Awareness Campaigns:** EUMEPS conducts campaigns to educate stakeholders and the public about the recyclability and environmental benefits of EPS.
- **Stakeholder Engagement:** EUMEPS engages with industry partners, policymakers, and the community to promote sustainable practices and the use of EPS.



5. The 6 Engagements of EPS

1. **Energy Efficiency: Towards a More Energy-Efficient Europe**

Current environmental challenges demand prompt and decisive action. Based on the latest available statistics, transport represents 29% of the annual European energetic distribution, with households a close second at 28%.

This reality invites such ambitious initiatives as the European Green Deal and the Renovation Wave to build a world in which our lifestyle and environmental preservation are aligned. EUMEPS, as a source of scientific and legal expertise in the field, places expanded polystyrene (EPS) as a core component in achieving an energy-efficient Europe.

2. **Resource Efficiency & Waste Prevention: Smart Resource Usage and Waste Prevention**

In our collective journey towards circularity, smart resource allocation and usage are of utmost importance. Expanded Polystyrene (EPS) represents a potent enabler in this domain.

The production process of EPS consists of the expansion of EPS beads by a factor of 40 before they are moulded into their final form. This, in turn, entails a great volume of EPS that can be transported before expansion and ensures the end result is a lightweight, durable and easy-to-handle material that improves transport efficiency.

3. **Cost Efficiency: Ensuring Insulation is Accessible to Every Part of Society**

The current environmental objectives of the European Commission, represented by the Green Deal, are very ambitious. They pose a real challenge in combining energy efficiency with affordability.

To make Europe climate-neutral by 2050, the EU must not leave its most vulnerable member states and citizens behind. Expanded Polystyrene (EPS) provides a direct solution, as the only insulation material affordable to every part of society.

4. **Recyclability & Circularity: 100% Recyclable by design**

The latest statistics show that European recycling rates hover around an average of 50%, broken down into different categories, but notably 64% of total packaging waste. With an average growth of its recycling rate of 4 % per year, EPS can play a significant role in improving these figures. EPS is 100% recyclable and already widely recycled.

However, the EPS industry is committed to further boosting the cycling rates of our material. Various recycling methods, such as mechanical, physical and chemical, offer viable solutions to EPS waste, offering suitable technology for all waste streams, no matter how contaminated. As mechanical recycling technology offers the highest sustainability, separate collection is preferred to keep materials sorted. These efforts are assisted by ambitious platforms such as Reco Trace®, which enable comprehensive tracking of recycling tonnage and use of plastic materials.

5. **Health Benefits: An Ally to Preserve the Things that Matter Most**

Safety and health hold a significant place among Expanded Polystyrene's (EPS) many contributions to society.

From the transport of medical essentials in ideal conditions, to keeping you and your children safe, EPS provides the properties critical to keep disaster at bay. To disregard EPS is to turn away from efficient solutions at our disposal. EUMEPS therefore provides policymakers with the most up-to-date technical and legislative information, so EPS may continue to assist in our safety.

6. **Sustainability: Contributing to a More Sustainable World**

Through the many applications of Expanded Polystyrene (EPS) mentioned previously, our material plays an undeniable role in building a more sustainable future. Without these contributions, current European climatic targets may become unachievable in the fields of insulation and goods transportation.



By engaging with key players in both the industry and policymaking sphere, EUMEPS is committed to the continued development of EPS as an environmental solution to reduce our carbon footprint.

Curious to learn more about our 6 Engagements? Make sure to follow us on social media for a special announcement in November 2024!



6. Testimonials

Testimonials from EUMEPS Board of Directors Members

Klaus Ries, President & RMS Director (BASF SE, Germany)



"EPS is the key to unlocking the CO2 savings potential of Europe's building stock, which accounts for almost 40% of the continent's CO2 emissions. EPS is durable, lasting as long as the buildings themselves, and is fully recyclable at the end of its useful life. It is a material of proven quality that can be easily installed by craftsmen across Europe, ensuring safety for workers, inhabitants, and the environment. Not only does EPS provide excellent insulation properties, but it also consists of 98% air, making it the ideal packaging material for sensitive cold chains, such as fish boxes. For heavier goods, such as those in the electronics industry, it surpasses all other materials in performance and eco-efficiency. Today, EPS is also available with enhanced insulation properties, recycled content, and is produced using alternative raw materials like biomass. EPS is simply irreplaceable."

Amaury Omnès, Vice-President & Converters Director of EUMEPS (HIRSCH, France)



"The fact that EPS insulation realistically gets a return on investment within a couple of years of being installed (energy and CO2 savings) is all that needs saying."

Serena Klein, National Associations Director of EUMEPS (IVH, Germany)



"I work in the insulation material industry, addressing central societal issues such as climate protection, the circular economy, energy efficiency, energy independence, and not least, quality of life."

Testimonials from the EPS Industry

Marianne Mügge, Group Communications Manager at BEWI (Norway)



"The environment has always been a great concern of mine, and I wondered how to do my part. The EPS sector was my answer, as it is a key to reach the Green Deal's objectives."

Agata Gladysz-Stanczyk, Director BU Insulation Materials at Synthos (Poland)



"The building sector needs EPS, especially renovations. When most homes in Europe don't meet energy criteria, we must push EPS forward more than ever."

Gerrit van Veen, Managing Director at De Vries Recycling (the Netherlands)



"The insulation properties of EPS are unbeatable, and for keeping fish fresh, there is no better solution than an EPS fish box. And what about its recyclability? EPS is 100% recyclable, which is better than many other materials."

Adela Lankl, Office Management Recycling at Karl Bachl (Austria)



"EPS has been around since the 1950s, helping the insulation sector; however, new improvements are making a big difference, whether it be new recycling technologies or the graphite variant, which improves insulation efficiency."

Dominique Radin, Market Manager at HIRSCH Isolation (France)



"EPS is an essential insulation material used in construction. It is the most used in Europe and the 2nd in France. This is due to its many benefits: easy to use, light, great thermal and mechanical performance (resistance higher than 8T/M2), easy to recycle, etc. EPS is found in floors, ground; ITI (Interior Thermal Insulation) and ITE (Exterior Thermal Insulation) walls; and roofs."

Chresten Heide-Anderson, Project Manager at EPS-branchen (Denmark)



"While protective and insulated EPS packaging ranks highly among globally recycled plastic materials, its true merit lies in resource-efficient safekeeping of valuable goods. With unparalleled shock absorption and cold chain protection, EPS is unrivalled."

Angela Fredericks, Special Advisor, Expanded Polystyrene & Innovation at the British Plastics Federation (UK)



"It is a sector that is vastly misunderstood. EPS is a fantastic material that is essential to the construction and packaging sectors as it is lightweight, has excellent thermal insulation, high impact strength properties, and is cost-effective. In today's environment, it is increasingly important to reduce our carbon footprint. EPS being 98% air, which helps to reduce the overall weight in packaging with the resulting reduction in fuel whilst its thermal properties in the construction



sectors help to reduce energy consumption and the overall environmental impact. Therefore, EPS plays an essential role in our society to protect future generations."

Testimonials from the EUMEPS Secretariat

Jürgen Lang, Director General of EUMEPS



"EPS contributes to a more sustainable and resource-efficient world. It bridges the gaps between affordability, energy efficiency, and recyclability. It is the irreplaceable material on the journey towards a greener future."

Lea Salihovic, EU Policy Manager



"EUMEPS focuses on those products of EPS, in packaging or construction, which are irreplaceable in their contribution towards the Green Deal targets. With great energy efficiency, cost-efficiency, recyclability, transparency, and life-saving functionality, EPS stands out as a crucial material. My work involves legislation related to packaging, recycling activities, and global challenges, helping our industry to comply by creating more sustainable solutions for our material. EPS is 100% recyclable, made of 98% air, and only 2% raw material, which is a vital fact for understanding the transparency and sustainability of EPS."

Jakub Stefaniak, Technical Affairs Manager of EUMEPS



"EPS and ETICS are at the forefront of building innovation. They offer a cost-effective solution to reduce energy consumption, lower carbon emissions, and improve the overall energy performance of buildings."

Emanuela Gallo, Technical Affairs Manager of EUMEPS



"EPS is a game-changer in the construction industry, offering several advantages such as low specific weight, fire safety, health, and environmental safety. I am convinced that it is the key to a safer and sustainable environment, and I am committed to achieving this goal, which I believe will ultimately transform the construction industry."

Ingrid Morin, Communications Manager



"EUMEPS, by advocating to EU policymakers and regulators, and its members, have a crucial role to play in the journey towards circular plastics: it will only be possible with the involvement of the industry."



7. Additional Links and Information

We are committed to providing comprehensive resources and up-to-date information about the EPS industry and EUMEPS's initiatives. Below, you will find essential links to our website, social media channels, publications, and latest news.

EUMEPS' Boiler Plate

EUMEPS, the unified European voice of the Expanded Polystyrene (EPS) industry, is the premier advocate for EPS solutions. Representing every link of the EPS value chain, from large companies to SMEs, we are committed to fulfilling European environmental objectives. Through our 23 national associations and numerous recycling initiatives, we strive to elevate the circularity of our industry.

As a contributor to making Europe climate-neutral and resource-efficient, we showcase EPS as a smart choice in packaging and insulation. Stand by us in building a more resilient and sustainable tomorrow. www.eumeps.eu.

Website and Publications

Our website offers information on EPS applications, sustainability efforts, and industry advancements. For in-depth reports, case studies, and other publications, please visit our dedicated publications page.

- [EUMEPS Official Website](#)
- [Smart Insulation Europe: our Initiative to Advocate for Energy-Efficient Buildings](#)
- [Publications](#)
- [Press releases](#)

Keep up with the latest developments and announcements from EUMEPS. Our news section provides timely updates on our projects, partnerships, and industry milestones.

- [News](#)

Social Media

Stay connected with us through our social media channels. Follow us for the latest updates, industry news, and insights into our work promoting EPS solutions across Europe.

- [LinkedIn](#)
- [Twitter](#)
- [Youtube](#)



Contact

For further information or to arrange interviews with EUMEPS representatives, please reach out to our key personnel. We are always available to assist with media inquiries and provide additional details about our work.



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