

Image

## Circular packaging on the menu

Meat and cold cuts served at BASF's German canteens are now packaged in chemically recycled polyamide as part of a joint sustainability initiative with Werz and Südpack.

April 9, 2025 15:42

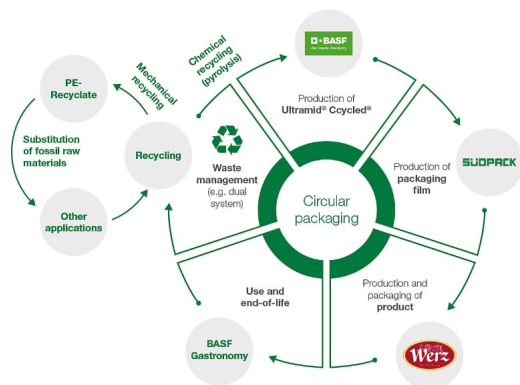
BASF has begun using flexible packaging made from chemically recycled Ultramid Cycled polyamide, derived from plastic waste, in its company canteens in Ludwigshafen, Limburgerhof and Lampertheim, Germany.

The material, certified through a mass balance approach, is supplied through a collaborative project with Werz Wurst-Fleisch-Convenience and high-performance film specialist Südpack.



The packaging used for BASF Gastronomy products is thermoformed by Südpack using Ultramid Cycled as a drop-in solution that can be seamlessly integrated into existing production systems and processes. Chemically recycled yet offering the same performance as virgin material, Ultramid Cycled demonstrates how advanced recycling technologies can support EU sustainability goals — particularly those outlined in the new Packaging and Packaging Waste Regulation (PPWR).

“The use of recycled raw materials assigned to the packaging shows that the requirements of the European Packaging and Packaging Waste Regulation (PPWR) can be met through chemical recycling,” said Paul Neumann, head of new business development and sustainability for polyamides Europe at BASF.



The high-barrier film used in the application is rated recyclable within Germany's polyethylene film stream, in accordance with the current German minimum standard. “This high-quality meat packaging is also mechanically recyclable in the dual system, to which it is also returned after use in the BASF canteens — in other words, genuine closed-loop packaging,” Neumann added.

Acting as a barrier layer in flexible packaging, polyamide extends shelf life and reduces the

amount of material required. Ultramid Cycled resins are made using pyrolysis oil sourced from chemically recycled mixed plastic waste. This recycled raw material replaces fossil feedstock and is assigned to Cycled products via mass balance, allowing a measurable reduction in packaging's carbon footprint.

Currently, chemical recycling is not explicitly recognized for calculating recycled content under the PPWR. However, the industry expects the European Commission to clarify this and define acceptable mass balance accounting methodologies in the near future.

© Polimerica - Reproduction prohibited, all rights reserved