PROQUIMIA

NEW PLASTICS ECONOMY

Global Commitment

2025

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Context

Plastic waste and pollution have captured the attention of the public, governments, and businesses around the world. The search for solutions has started, and there is a growing recognition that addressing the symptoms through clean-ups is not enough. A systemic shift tackling the root causes is required: a transition towards a circular economy for plastic, in which plastic never becomes waste.

Over the past years, the Ellen MacArthur Foundation ('the Foundation') has been rallying businesses and governments behind this positive vision of a circular economy for plastic. Its 2016 and 2017 New Plastics Economy reports captured worldwide headlines and became a global reference. The Foundation's New Plastics Economy initiative is driving action with businesses and governments.

In January 2018, the Foundation's initiative brought together leading companies committed to work towards 100% reusable, recyclable, or compostable plastic packaging by 2025, which was scaled to an industry-wide, global effort with the launch of the Global Commitment in October 2018. The Commitment unifies the global value chain behind a common vision for upstream solutions, supported by action-oriented targets.

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Global Commitment

The new plastics Economy global Commitment

The Global Commitment, launched by the Foundation and UN Environment in October 2018, draws a line in the sand in the fight against plastic waste and pollution. It unites more than 1000 businesses, governments, NGO, universities, and other organizations globally behind a common vision to address plastic waste and pollution at its root cause.

To help make this vision a reality, businesses and governments commit to a set of ambitious 2025 targets.

Signatories include companies representing 20% of all plastic packaging produced globally, as well as governments, NGOs, universities, industry associations, investors, and other organizations.

They work to eliminate the plastic items we don't need; innovate so all plastics we do need are designed to be safely reused, recycled, or composted; and circulate everything we use to keep it in the economy and out of the environment.

Credibility and transparency will be ensured by setting a clear minimum level of ambition for signatories, common definitions underpinning all commitments, and annual reporting on progress. The first Progress Report was published in October 2019, with nearly 200 organizations reporting on progress against their commitments.

The Global Commitment is led by the Ellen MacArthur Foundation, in collaboration with the UN Environment Programme. The Ellen MacArthur Foundation leads the engagement with the private sector (the business signatories and endorsers), and UNEP leads the engagement with the governments.

7 years of the Global Commitment

Seven years later, the Global Commitment has shown it is possible to make meaningful progress to tackle plastic waste and pollution, but the world remains significantly off track. We need both an ambitious international legally binding instrument and greater business action if we are to stop the flow of plastic pollution.

Data and lessons from the past seven years show us the path to ending plastic pollution requires robust policy action in unison with ambitious voluntary action.

We need to replicate at scale – and mandate – where industry leaders have already shown what is possible. And we need to overcome the three pivotal hurdles identified in the Global Commitment.

Vision

At the heart of the Global Commitment is a vision of a circular economy for plastic in which it never becomes waste.

Signatories commit to three actions to realise this vision:

- Eliminate all problematic and unnecessary plastic items.
- Innovate to ensure that the plastics we do need are reusable, recyclable, or compostable.
- Circulate all the plastic items we use to keep them in the economy and out of the environment.

The vision has six key points:

1. Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority.

2. Reuse models are applied where relevant, reducing the need for single-use packaging.

3. All plastic packaging is 100% reusable, recyclable,or compostable.

4. All plastic packaging is reused, recycled, or composted in practice.

5. The use of plastic is fully decoupled from the consumption of finite resources.

6. All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected.

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Commitments

PROQUIMIA joined the Global Commitment on February 2019.

To contribute towards that vision, all signatories of the Global Commitment should perform a “minimum bar” of commitments.

As a packaged goods company, PROQUIMIA is implementing next commitments:

- Take action to eliminate problematic or unnecessary plastic packaging by 2025.
- Take action to move from single-use towards reuse models where relevant by 2025.
- 100% of plastic packaging to be reusable, recyclable, or compostable by 2025.
- Set an ambitious 2025 recycled content target across all plastic packaging used.

None of the commitments, on its own, will be sufficient to achieve a circular economy for plastics. However, all of them contribute towards that vision, and, collectively, they are an important and necessary step forward.

Every 18 to 24 months, the ‘minimum bar’ of commitments will be reviewed and, where relevant and after consultation with signatories, raised to ensure the Global Commitment continues to represent true leadership.

Quantitative data on PROQUIMIA commitments provided in this report is based on data from 2024.

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Progress on elimination

Next actions have been developed and implemented during 2024 & 2025:

- Move from diluted products to concentrated products:

▶ **During 2024**, the range of concentrated air fresheners and textile odour neutralisers in water soluble caps was renewed, including a new nebulization-based application system (reusable 600 ml bottle). The renew system was launched on the market during 2024. During 2025 a new air freshner has been added to the product range. (Xop Mediterráneo)

▶ **At the end of 2024**, a new range of concentrated automatic dishwasher products for I&I (ECOCONPACK B20 and ECOCONPACK BSEC system) with EU Ecolabel certification has been launched on the market. The products are packaged in 10L low-weight flexible plastic packaging (bag in box). A private label version for a client has also been launched in 2024.

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Progress on elimination

▶ The new cleaning and disinfecting system ECODUO has been launched on the market at the beginning of 2025. The new system, consists in five ultraconcentrated hard surfaces detergents (certified with EU Ecolabel) and disinfectants that are applied using a reusable trigger spray system. On October 2023 the EOCDUO system received the **Catalonia Ecodesign Award 2023** in the category "Product under Development". The Catalonia Ecodesign Award recognises products and services, on the market and under development designed, manufactured or executed in Catalonia which incorporate in their design aspects aimed at improving their environmental performance over the course of their life cycle.

▶ **During 2024** a new concentrated pet shampoo with EU Ecolabel certification has been developed. The product FLOPP PET CARE SHAMPOO is the first European product to receive the EU Ecolabel certification in the "animal-care" category. The product has been launched in 2025.

EU Ecolabel
www.ecolabel.eu

■ Move from rigid PE plastic packaging (bottles and jerrycans) to low-weight flexible plastic packaging (bag in box – ECOCONPACK system):

▶ **At the end of 2024**, a new range of concentrated automatic dishwasher products for I&I (ECOCONPACK B20 and ECOCONPACK BSEC system) with EU Ecolabel certification has been launched on the market. The products are packaged in 10L low-weight flexible plastic packaging (bag in box). A private label version for a client has also been launched in 2024. Low-weight flexible 10L bag in box packaging. ->75% reduction of plastic consumption (weight 10L jerrycan -450 g- vs weight 10L bag in box – 110 g-).

■ Move from rigid PE plastic packaging (bottles and jerrycans) to watersoluble packaging caps:

▶ **In 2025** a new concentrated air freshener in water soluble packaging caps has been developed. The new product XOP MEDITERRANEO has been launched on the market during 2025.

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Progress on elimination

▶ **During 2024 and 2025** new concentrated products packaged in water soluble PVOH film for Household market (Private label: Laundry detergents, Automatic Dishwashing detergents, Hard Surface Cleaners) were developed and launched in the market. Some of them with EU Ecolabel certification.

▶ **During 2021 and 2022** a new range of concentrated cosmetic products packaged in water soluble PVOH film for hand foam-cleansing (household market) was developed. The system, consisting of two products with different fragances, has been launched on the market during 2025.

All the above new packaging systems developed are based on ecodesign and circularity: elimination or significant reduction of the amount of plastic packaging per functional dose.

Progress on reuse

Next actions have been developed and implemented during 2024 & 2025:

■ Move products packaged in IBC 1000L from single use to deposit-return scheme.

▶ All the products sold in IBC 1000L in Iberian Peninsula (Spain & Portugal) are included in the deposit-return scheme SDDR. A total of 3619 IBC 1000L were returned for reuse in 2024 (approx. 50% of the IBC's placed on the market). Sustainability certificates were obtained, which certify that through environmentally friendly reconditioning, a total of 139.4 tons of steel, 55.0 tons of plastic, and 387.2 tons of CO_2 emissions were saved compared to the production of new IBC's.

■ Increase the ratio of ready-to-use reusable packaging (trigger-spray bottles reusable):

▶ All concentrated products (ECOCONPACK, ECOXOP and FLOPP system) for hard surface cleaning/disinfection are applied with reusable 500-650ml trigger spray bottles. The concentrated product is diluted with water to get a ready-to-use solution of the detergent/disinfectant that will be applied through a reusable trigger spray bottle.

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Progress on reuse

▶ Concentrated XOP air fresheners and textile odour neutralizers products are applied with reusable 600ml trigger spray bottles. The concentrated water soluble cap is diluted with water to get a ready-to-use solution that will be applied through a reusable trigger spray bottle that allows precise and controlled application through fine nebulization.

▶ The new range of concentrated cosmetic products packaged in water soluble PVOH film for hand foam-cleansing (household market) use a reusable 250 ml bottle with foam dispenser.

▶ All ECODUO system ultraconcentrated products for hard surface cleaning/disinfection use a reusable trigger spray bottle. The ultraconcentrated product is automatically diluted with water by the ECODUO trigger spray system to get a ready-to-use solution.

Move from single use to extended producer responsibility (EPR) scheme:

▶ For household packaging, PROQUIMIA is member of the Collective Extended Producer Responsibility System (SCRAP, in Spanish) ECOMEBES. The adhesion to ECOMEBES meets the household waste-related legal requirements and finance the recycling system for the packaging in Spain. The towns' collection of waste placed in the yellow bin (plastic and cans) and blue bin (paper and cardboard packaging), as well as their subsequent sorting and recycling to create new raw materials, are paid for with this contribution.

ecoembes

▶ For professional and industrial packaging, PROQUIMIA is member of the Collective Extended Producer Responsibility System (SCRAP, in Spanish) IMPLICA. IMPLICA has developed the Collective Extended Producer Responsibility System to fulfil the waste-related legal requirements established by RD 1055/2022 on Packaging and Packaging Waste that is obligatory for companies introducing packaging to the market from 1st January 2025.

implica

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100% reusable, recyclable or compostable progress

Next actions have been developed and implemented **during 2024 & 2025**:

Increase the ratio of ready-to-use reusable packaging (trigger-spray bottles):

▶ See section “Progress on reuse”

Mono-material packaging -> improve recyclability

▶ >98 % by weight of total plastic packaging put on the market is recyclable, made of mono-material rigid PET, PE or PP.

Elimination of carbon black in plastic packaging -> improve recyclability.

▶ **During 2021** the 25L PE black jerrycan has been substituted by 25L PE 95% PCR without carbon black.

Polyethylene (PE) bottles and jerrycans - mono-material- -> improve recyclability.

▶ **During 2024** we move the label of EU Ecolabel cosmetic products from plastic to wash-off paper, to fulfil the design-for-recycling criteria established by the 2021 Ecolabel requirements for cosmetic products.

Flexible plastic packaging (bag in box) -> Eliminate barrier layers (move from multilayer-multicomponent PE-OPA film to PE-PET Film) to improve recyclability.

▶ **During Q1 2019** we eliminated the OPA barrier layers of our flexible plastic packaging (10L and 1.5L bag in box) to fulfil the design-for-recycling criteria established by the 2017 Ecolabel requirements for detergent products. The new 5L bag in box is also manufactured with PE-PET film.

▶ **During Q1 2020** we eliminated OPA barrier layer for 800ml bag (personal care products) to fulfil the design-for-recycling criteria established by the 2022 Ecolabel requirements for cosmetic products. The bag is manufactured with PE-PET film.

▶ **During 2024** we move the label of EU Ecolabel cosmetic products to wash-off paper to fulfil the design-for-recycling criteria established by the 2021 Ecolabel requirements for cosmetic products.

Doypack for water soluble caps (household detergents for laundry, dishwashing and floor cleaners) -> Eliminate barrier layers to improve recyclability.

▶ **From 2019 to 2025** different actions have been carried out to move the secondary packaging (doypack) of detergent products in water soluble caps from multilayer-multicomponent PE-OPA/EVOH-PET film to PE monolayer recyclable Film (certified as recyclable according to EN 13430), some of them including % of recycled PE.

Flexible plastic packaging (bag in box) -> Move from multilayer-multicomponent PE-PET Film to monolayer-monocomponent PE film to improve recyclability.

▶ In progress.

Doypack for water soluble caps detergents (household laundry, dishwashing and floor cleaners) -> Move from doypacks based on multilayer-multicomponent PE-OPA/EVOH-PET film to compostable doypack.

▶ **From 2019 to 2025**, secondary packaging (doypack) of some detergent products in water soluble caps (brand FLOPP) have been manufactured with compostable doypack (as alternative to multilayer-multicomponent PE-OPA/EVOH-PET film).

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Progress on packaging recycled content

Next actions have been developed, implemented and achieved **during 2024 & 2025**:

PET bottles - > use 50-100% PET post-consumer recycled.

▶ **During 2019** we moved from PET to PET-100%PCR (post-consumer recycled) for all products packaged in 750 ml bottles. Consumption 2024: 202.000 units/year, representing 9.1 tons/year. Additionally, 120.000 trigger-spray made of 46% PCR plastic have been used during 2024.

Polyethylene (PE) bottles and jerrycans -> Use 50-100% PE post-consumer recycled for translucid and opaque packaging:

▶ **During beginning 2025** we moved from PE to 50% PE-PCR (post-consumer recycled) for all products packaged in 4L opaque PE jerrycan. (approx. 52.700 units/year, representing approx. 4,6 tons/year of recycled plastic).

▶ **During beginning 2025** we moved from PE to 50% PE-PCR (post-consumer recycled) for all products (except cosmetic) packaged in 4L translucid PE jerrycan. (approx. 328.300 units/year, representing approx. 28,7 tons/year of recycled plastic).

▶ **During 2022** we moved from PE to 50% PE-PCR (post-consumer recycled) for all products (except drinking water treatment) packaged in 10L white opaque PE jerry-can. Consumption 2024: 19.700 units/year, representing approx. 4,4 tons/year of recycled plastic.

▶ **During 2021** we moved from PE to 50% PE-PCR (post-consumer recycled) for all products (except cosmetic and drinking water treatment) packaged in 10L white translucid PE jerrycan. Consumption 2024: 103.000 units/year, representing approx. 23,2 tons/year of recycled plastic.

▶ **During 2024** we moved from 70% PE-PIR (post-industrial recycled) to 70% PE-PCR (post-consumer recycled) for all products (except drinking water treatment) packaged in 20L opaque PE jerrycan. Consumption 2024: 63.000 units/year, representing approx. 41,9 tons/year of recycled plastic.

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Progress on packaging recycled content

▶ **During 2024** we moved from 50% PE-PIR (post-industrial recycled) to 50% PE-PCR (post-consumer recycled) for all products (except drinking water treatment) packaged in 20L translucid PE jerrycan. Consumption 2024: 193.900 units/year, representing approx. 92,1 tons/year of recycled plastic.

▶ **During 2022** we moved from PE to 50% PE-PCR (post-consumer recycled) for all products (except drinking water treatment) packaged in 25L translucid PE jerrycan. Consumption 2024: 10.400 units/year, representing approx. 5,7 tons/year of recycled plastic.

▶ **During 2021** we moved from PE to >95% PE-PCR (post-consumer recycled) for all products packaged in 25L black opaque PE jerrycan. Consumption 2024: 64.600 units/year, representing approx. 67,5 tons/year of recycled plastic.

These actions have made it possible to save during 2024 more than 243 tons of virgin HDPE and PET plastic, representing over 62% of PCR plastic consumption relative to the total plastic consumed in 1L, 10L, 20L, and 25L containers (390,9 tons).

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References

■ THE GLOBAL COMMITMENT
Ellen MacArthur Foundation:

■ https://ellenmacarthurfoundation.org/global-commitment/overview

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PROQUIMIA

Ctra. de Prats, 6
08500 Vic (Barcelona)
T. (34) 93 883 23 53
www.proquimia.com