Key Danish companies join forces against plastic waste in new partnership **10-Aug-2022**

**Grundfos is partnering with major Danish companies and the Danish Technological Institute in the Circular Industrial Plastics (CIP) project to increase recycling of industrial plastics by at least 20 percent before 2025 and to create a new platform for recycling of plastics in Danish companies.**

Today, many industrial products made of plastic are burnt or deposited after use because they either are not designed for recycling or because the available recycling technologies cannot handle the products. Several of the largest Danish companies prefer a change, and they would like recycling to increase by at least 20 percent before 2025.

The project partners include Coloplast, Novo Nordisk, Danfoss, Topsoe, Grundfos, and COOP. Danish Technological Institute has united the companies in a project called Circular Industrial Plastics (CIP) that supported by MUDP under the Ministry of the Environment.

“Industrial plastic is a very important material group, and it is possible to create functional design from the material. However, Grundfos takes responsibility for the full value chain and for the end-of-life product. It is a very complex task to match materials and end-of-life circular technologies. Grundfos cannot accomplish that on its own. So besides inspiring other companies, Grundfos also wants to strengthen its ‘toolbox’ regarding legacy products and the design of new products,” says Preben Jakobsen, Chief Engineer and Grundfos representative for the CIP project steering group.

Grundfos has already taken important strides in addressing a better way of using plastic in our products. Recent successes in optimising the reuse of production waste and the Grundfos take-back programme demonstrate ongoing focus in this area. Nonetheless, this is a journey that requires partnership and collaboration.

CIP provides the opportunity to work alongside recyclers, technology providers, and knowledge institutions to enable circular value chains that will in turn, generate value for Grundfos and the industry. Together, the businesses will explore various plastic recycling technologies and evaluate how these technologies perform on the specific types of technical plastics commonly used in our products.

Learn more about CIP here.

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