



EPPA ivzw

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PRESS INVITATION

European System Houses and their Contribution to the Circular Economy: Invitation to an exclusive Press Tour at FENSTERBAU FRONTALE 2020

Brussels/Nuremberg, 21 January 2020: The European PVC Window Profile and related Building Products Association (EPPA) organises an exclusive press tour on the topic "Circular Economy and Circular Plastics Alliance (CPA)" at the exhibition booths of European manufacturers of PVC window systems on 19 March 2020 at 12:30 p.m. Meeting point is the EPPA booth in hall 3A-435.

During the approx. 90-minute tour the representatives of the major European system houses will give an insight into how they contribute to the Circular Economy and the EU recycling initiative CPA. Journalists are invited to learn more about PVC windows as the blueprint for sustainable building products.

"An aspect of sustainability can be found in product design, where e. g. the later recyclability is taken into account in the development stage. Another point is compliance with the strict criteria of the VinylPlus® Product Label for sustainable PVC windows along the entire value chain," explains Charlotte Röber, Managing Director of EPPA.

During the tour, Charlotte Röber will explain the background of current initiatives such as CPA and the European Green Deal, and the involvement of the association and members in these projects. At the booths, journalists will have the opportunity to exchange views with representatives of the system houses on current products and strategies in the context of the Circular Economy.

Participating system houses are: Deceuninck, Gealan, Internorm, Profine, Rehau, Schüco and Veka

The tour will be given in English and in German (upon request).

All interested media representatives are cordially invited to take part in a press tour on 19 March 2020 at 12:30 p.m. The meeting and starting point of the tour is the EPPA booth in Hall 3A-435.



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About EPPA

The European PVC Profile and related Building Products Association (EPPA) represents the manufacturers of PVC window systems and related building products in Europe. About 25,000 employees process about 1, 4 million tons of PVC creating a turnover of €4 billion with profile systems and building products. Based in Brussels, EPPA provides a common platform for bundling national activities in the fields of PVC window technology, recycling, environment and public affairs.