

## Cooperation with the Green Dot – Pelikan launches sustainable SUPER PIRAT eco

**New ink eraser consists of 70 percent recycled plastic from the German yellow bag and the yellow bin and thus sets standards in recycling**



**Hanover, Cologne, 12 January 2023.** Pelikan is cooperating with the Green Dot (“Der Grüne Punkt”) and launching SUPER PIRAT eco at the start of the year. The new ink eraser consists of 70 percent recycled plastic from the German Yellow Bag and the Yellow Bin, in which German consumers collect their lightweight packaging waste. Pelikan is thus setting standards in terms of the use of recycled plastic in writing instruments. “The sustainable SUPER PIRAT eco is part of our new eco product line, which is

largely made from recycled plastic and offers the usual top quality,” explains Jens Kollecker, COO of Pelikan Vertriebsgesellschaft.

Jörg Deppmeyer, Managing Director of Green Dot, is pleased about the successful cooperation: “The SUPER PIRAT eco from Pelikan shows what our recycled material Systalen® can do: It can also be used to make contact-sensitive products that are in no way inferior to new plastic in terms of functionality and product safety. And I personally think that the SUPER PIRAT eco looks at least as good as a comparable ink eraser made from new plastic.”

For production reasons, some of the ink eraser's plastic components are made entirely and others largely from recycled Systalen® PP from Green Dot. This results in a total share of 70 percent recycled plastic in the complete ink eraser. The starting material for the plastic is plastic waste collected in the German Yellow Sack and Yellow Bin, for example yogurt pots. The waste is first sorted in special plants and recycled into Systalen® PP by Systec Plastics GmbH in Hörstel (North Rhine-Westphalia). SUPER PIRAT eco is manufactured at the Pelikan plant in Peine near Hanover.

“The raw material comes from household waste in Germany, and recycling and production also take place entirely in Germany without long transport routes. An excellent example of how sustainable value creation can be implemented here,” says Kollecker. And Deppmeyer adds: “A functioning recycling economy for plastics can help to become less dependent on problematic raw material imports. Plastic recycling has made enormous progress. However, this requires courageous companies that go ahead and use a new technology. Pelikan is serious about sustainability, and I am very pleased that we can support with our plastic Systalen®.”

Pelikan's new eco product line, which includes the SUPER PIRAT eco as well as fountain pens and a paint box made of recycled plastic, is now available in stores. Pelikan is also focusing on sustainability in its sales packaging: depending on the product, this is made of FSC-certified cardboard or recycled plastic.

**Caption:** Used sales packaging collected in the German yellow bag is first turned into clean shreds, which are processed into Systalen® regranulate. The Pelikan SUPER PIRAT eco consists of 70 percent of this (from left to right; photo: Justin Babilon).

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**About the Der Grüne Punkt Group:**

The companies of Der Grüne Punkt are service providers for extended producer responsibility, leading suppliers of secondary raw materials for plastics, and premium producers of plastic recyclates, and as such positioned as *the* premier solution providers for the needs of the circular economy. Der Grüne Punkt – Duales System Deutschland GmbH (DSD), with the Green Dot as its trademark, was among the companies to introduce and establish the dual system in Germany, and stands for intelligent take-back systems, plus the development and marketing of innovative recyclates and services. Systec Plastics, at its facilities in Eisfeld and Hörstel, produces premium-quality recyclates under the Systalen® brand name for the international market. The companies are grouped together in Circular Resources Holding GmbH & Co. KG.

[www.gruener-punkt.de](http://www.gruener-punkt.de)

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**About Pelikan:**

**Generations of expertise**

Pelikan's strength is its over 180 years of experience and expertise in stationery and art supplies. Generations of customers have grown up with the brand. In the global premium segment, Pelikan combines excellent quality, trend-setting innovation and educational concepts with perfect functionality and a clear design aesthetic. Pelikan is also a pioneer in product development. Together with teachers and researchers, it creates school products that foster the development of children's motor skills and writing precision right from the start. In the premium writing segment, Pelikan also offers handmade writing instruments that are made in Germany.

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